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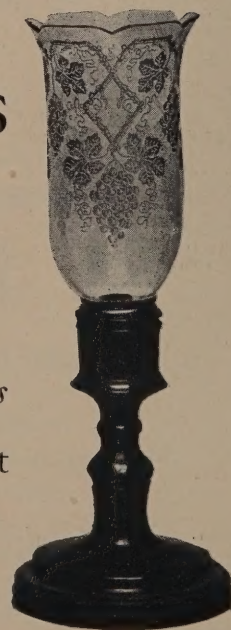
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POTTERY & GLASS

VOLUME V, No. I.

NEW YORK, JULY, 1910

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CHINESE PORCELAINS

By Edwin A. Barber, Director Pennsylvania Museum

THE tendency to antedate the production of Chinese porcelain by many centuries has been general among ceramic writers, and some of the foremost sinologists have attributed to this product a fabulous and impossible antiquity. The consensus of opinion among conservative students at the present day, however, is that true porcelain first appeared during the Ming Dynasty, which would not carry it back of the fourteenth century. No examples of actual porcelain, that can with certainty be referred to an earlier date, are known to collectors, and it is reasonable to suppose that had such ware been produced before that period some few pieces at least would have survived. Examples of Chinese pottery and stoneware of considerably greater age, however, are found in European and American collections, and celadon wares (known to the Chinese as *ch'ing tzu*—green porcelain) of the Yuan and Sung Dynasties, are comparatively abundant, but these coarse survivals of an earlier art, being composed of heterogeneous and impure materials, cannot be grouped with translucent white pastes.

The Chinese themselves have classed all wares which possess great hardness and resonancy (which latter is an indication of vitrification) with porcelain, to which many of them, however, bear little resemblance, either in body or glaze. It is true that a porcelainous glaze was used to some extent before the general introduction of semi-transparent bodies, and the external appearance of the ware doubtless led the earlier authors to those erroneous conclusions which have been perpetuated by later writers. It has only been in recent years that students have investigated the composition of these wares sufficiently to enable them to differentiate between the pseudo-porcelains of earlier times and the refined products of the Ming and Ch'ing Dynasties.

The classification of Chinese porcelains has always presented apparently insuperable difficulties to students and collectors. On account of a lack of sufficient knowledge of the ingredients which enter into the composition of the different varieties of ware, no

serious attempt has yet been made to group them according to pastes or glazes. The practice of marking Chinese porcelains with the names of the dynasties and reigns, instead of with the names or trade devices of the makers or factories, has made it impossible to follow the system of classification that has been used in the study of European porcelains. Grandidier proposed a chronological arrangement which separated the wares into five consecutive periods. Jacquemart resorted to the defective and trifling system of grouping them according to the color, or other peculiarities, of the decoration, dividing the polychrome vases into families, such as the chrysanthemopæonian family, the green family, *famille verte* and the rose family, *famille rose*. The numerous other varieties remained unclassified. This system, however, has been generally adopted in grouping porcelains for exhibition.

The late Sir A. W. Franks, of the British Museum, improved this classification by adopting five divisions to cover all varieties of decoration after discarding the terms adopted by Jacquemart. These classes were: I. Unpainted porcelain; II. Crackle porcelain; III. Porcelain with white slip decoration; IV. Painted porcelain; V. Porcelain with pierced ornaments filled in with glaze. This grouping, while it is probably the best that has been suggested, leaves much to be desired, and it must be evident to every student of Chinese porcelains that the only systematic classification is that based on the composition and peculiarities of the ware itself, in which the ornamentation is of secondary importance. Such systematization, however, can only be perfected after a more thorough study of the composition of the pastes and glazes has been made.

The Pennsylvania Museum collections contain numerous fine examples of the blue camaieu and five-color porcelains of the Ming Dynasty, produced between the years 1368 and 1643. Of the early reigns of the present (Ch'ing) Dynasty, particularly the K'ang-hsi, Yung-Cheng, Ch'ien-lung and Chia-Ch'ing, from 1662 to 1820, there are many notable pieces, of



Vase with dark blue decoration, Ming Dynasty

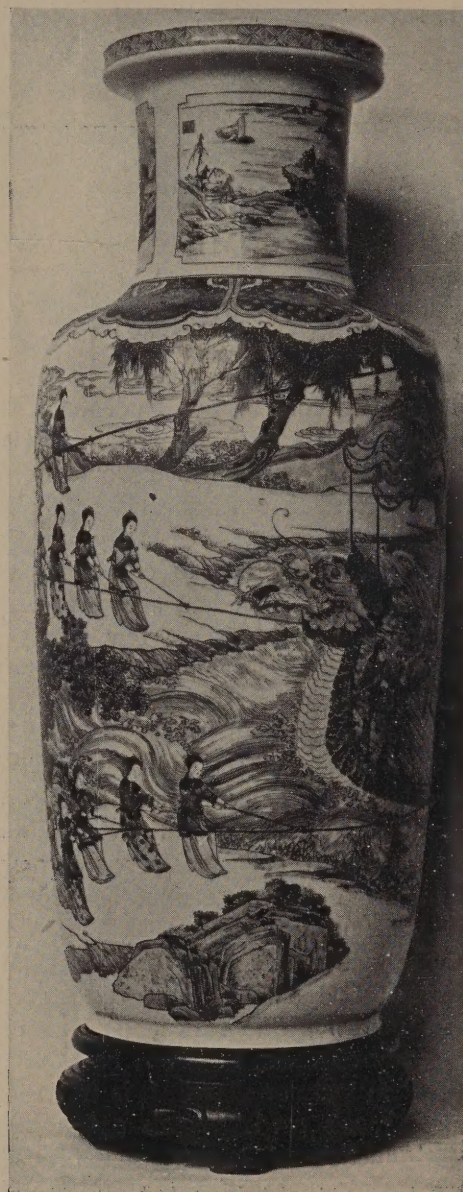
which some polychrome enameled vases and plaques and monochrome glazes of the K'ang-hsi period, and a goodly number of rose-back plates and enameled vases of the Ch'ien-lung reign are among the most important. Lack of sufficient space, however, will prevent us in this article from describing and figuring more than a few of the most noteworthy examples in these collections.

A large globular stoneware, vase-shaped jar, in the Bloomfield Moore collection, belonging to the early Ming Dynasty, has double walls, the outer shell being ornamented with unglazed figures, flower blossoms and cloud bands in low relief on a pierced ground, which latter is glazed in dark purplish blue and light blue. The interior of the mouth is covered with a green glaze. In the same collection are several examples with underglaze paintings in rich, dark blue color, attributable to the Wan-li period of the Ming Dynasty, 1573-1619. One of these pieces is a double gourd-shaped vase, about twenty inches in height, with five-clawed dragon and phoenix motives. The irregular form, the archaic style of the painting and the color tone are characteristic of this period. A pair of vases of similar form and coloring, with figure decoration, in the Metropolitan Museum of Art, New York, are attributed to the Chia-ching period of the same dynasty, 1522-1566. A second piece of the same character, but of opaque stoneware body, is a large, ovoid, eight-sided vase with figure designs representing the eight Taoist immortals.

The invention of the highly-prized "Peach Blow," or, more properly, "Peach Bloom," glaze has been accredited to Ts'ang Ying-Hsuang, a member of the Imperial Commission which was appointed in 1680 for the porcelain works at Ching-te-chen. The "Peach Bloom" or, as the French call it, "*peau de pêche*," known to the Chinese by the name of *P'ing-kua Hung*, apple red, belongs to the so-called "trans-

mutation glazes," produced by the different degrees of oxidation of the copper or gold used in the coloring.

A "Peach Bloom" vase in the Bloomfield Moore collection is perhaps more remarkable for its size than for the perfection of its glaze and purity of color. It is of globular shape with long, slender neck, standing 15 $\frac{3}{4}$ inches high. The color of the glaze is a dark, rich, peach-skin red, changing into ashes of roses, with delicate cloudings of apple green and mottlings of crushed strawberry. It may be attributed to the Ch'ien-lung period of the present dynasty. The



Vase—*Famille Verte*—K'ang-hsi period. Centennial exhibition

paste is of fine quality and pure whiteness, with a soft velvety glaze surface.

A tall cylindrical vase which was purchased from the Chinese Commissioners at the Centennial Exhibition, is a noble example of the so-called *famille verte*. The design, which extends around the entire circumference, is a good example of "five-color" decoration and represents an enormous dragon-shaped barge bearing the imperial pavilion and drawn by numerous handmaidens. One view of this vase is here shown.



Rose-back, egg-shell porcelain plates. Chien-lung period

It is referred to the K'ang-hsi period of the present dynasty, 1662-1722. A large temple censer of octagonal form in the Dr. Francis W. Lewis collection is a notable example of the lavish use of enamel colors and gilding. It is irregular and angular in outline and measures twenty inches in height and thirteen inches in greatest width, being supported by eight low cylindrical feet. The prevailing color is yellow. The body, or bowl, is decorated at the top with a band of sunken gadroons, bronzed and gilded, each bordered by a heavy black enameled line on a green ground. Around the central part extends a series of relief ornaments, touched with green and red, on a canary yellow ground. The under part of the body is encircled by another band of gadroons, solidly bronzed and slightly raised, each surrounded by an inner black and an outer green line. The sloping top of the foot, or plinth, is elaborately decorated with relief ornamentation, a conventionalized vase at each angle, from which branches out scroll-work in red, green and blue enamels on a yellow ground. On each of the eight sides of the base is a sunken rectangular panel containing relief ornamentation, the framework being decorated with gold scrolls on a dark red ground. The interior of the mouth is lined with turquoise blue. At opposite sides, on the angles of the body, are two flattened, upright, pierced, ear-shaped projections for the suspension of silken cords and tassels. The whole is surmounted by a perforated bronze cover, with lion sporting with ball, modeled as a knob. While this piece has been attributed to the reign of Yung-cheng, 1723-'35, we conservatively place it in the following reign, Ch'ien-lung, 1736-'95. Such pieces were made for Siam and other countries to the south, the coloring and treatment of the vitrified enamels being strongly suggestive of the work of the Siamese potters.

Belonging to the class of plates with so-called seven borders is a deep plate of rose-back egg-shell porcelain, which was exhibited at the London Exhibition of 1851. It is profusely decorated in brilliant enamel colors and gold work. In a large, white, six-pointed, star-shaped reserve in the center is a beauti-

fully painted figure scene. A seated lady holds a feather fan in her left hand. By her side stands a lady attendant, while at her feet two boys, one holding in his hand a gilded ju-i sceptre, the other a toy, are playing with two rabbits. The inner border, of turquoise blue, is diapered in black Y-pattern. The next is decorated with gilded scroll work. The third border is pink with quatrefoil diapering. On the flat rim is a broad border containing irregular medallions enclosing gilded ornamentation, and butterflies and flowers in enamel colors, on a pink ground of honeycomb diapering. The edge is tipped with a narrow belt of robin's egg blue, with sections of other colors. While this example may be classed with the seven border plates, it possesses in reality but five distinct border patterns. It belongs to the Ch'ien-lung period, 1736-1795. There are numerous other egg-shell rose-back plates, cups and saucers in the museum collection which will rank, in point of decorative execution, with the best wares of the same reign. Two of these are exquisite examples of the same period.

The collections are particularly rich in monochrome and transmutation, or flambé, glazes, while the Bloomfield Moore collection contains an interesting group of the same class of wares. The powder blue, teadust and iron-rust glazes and the white and colored crackles are also well represented, while examples of rice grain decoration and white porcelain of various pastes and glazes, the *Blanc de Chine* of the French ceramists, which have been loosely included by the Chinese under the head of *Fen ting*, from the Province of Fuchien, and elsewhere, form an interesting group. A large K'ang-hsi vase bearing an apocryphal mark of the Ching-hwa period, 1465, in the Bloomfield Moore collection, entirely covered with black lacquer, gilded and encrusted with mother-of-pearl, in a landscape design, *laque burgautee*, is a distinguished example of this type. One of the most effective cases in the general collection is that which contains a group of yellow and green glazes of the K'ang-hsi and Ch'ien-lung periods, including half a dozen large vases with dark yellow ground, on which are painted in raised enamel colors grotesque lions

sporting with embroidered balls. The collections are also rich in choice examples of eighteenth and early nineteenth century porcelains decorated in heraldic, mythological and so-called "Lowestoft" styles for the European and American markets. The collections, taken in their entirety, are entitled to rank with the best collections of Chinese porcelains in this country.

Use the Night Letter Telegram

In many purchases of merchandise for special orders, speed in delivery is all essential. The coast cities are handicapped in this respect as regards quickness of delivery to far distant points, despite the obvious great advantages offered by many merchants in attractive assortment and prices. From far western and eastern points from three to four days are required for the receipt of an order by mail, and perhaps a week elapses before the goods desired by a customer in a hurry are received, notwithstanding prompt forwarding. For this reason many orders that would otherwise be received, go to nearer jobbing centers.

The recent establishment by the telegraph companies of a system of night letter telegrams, by which a message of fifty-words can be sent at night and delivered the next morning at the same price as a ten-word day message, in large degree annihilates distance so far as these cities are concerned. It is of importance to merchants that they should impress upon their customers the utility of the night letter message. An instance will illustrate this:

Messrs. Krower & Tynberg, members of the New York Merchants' Association, with a large trade in the far west, have distributed to their customers and the trade generally, through the medium of circulars and large advertisements having an aggregate circulation of nearly 60,000 copies, information concerning the "night letter telegram" and advising their customers that orders may be sent by night letter telegram without expense to the customer. Since this notice was distributed the firm has received on every business day a number of orders by the new method, most of which, under other circumstances, would have been sent to other jobbing centers. This intelligent method of bringing this new facility to the notice of merchants is commended to the consideration of other merchants as a desirable means for promoting the general trade interests of their respective cities. The night letter telegram, too, where the distance warrants it, is usurping the function of the mail. Much correspondence between remote points is conducted over the wire, effecting a material saving in time.

Nankin and Ming Ware

At a sale at Christie's of Nankin porcelain a pair of oviform vases and covers, ten and a half inches high, fetched \$3,675. In the class for Chinese porcelain the property of different persons, a pair of large vases of the early Ming period, twenty-six and a half inches high, brought \$6,300.

Famous Art Piece Coming

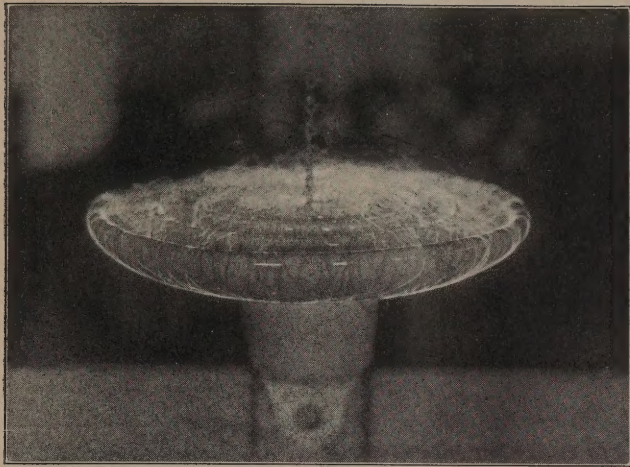
Another of the supreme art treasures of the world has been lost to Europe and is coming to the United States. This has recently been made generally known in London, and it will, as one of the London papers says, be deplored even by those who knew the work only by reputation and who have never set eyes upon it. The treasure is known as the "Rospigliosi Cup," although it is not actually a cup, but a large standing salt-cellar. This wonderful piece, which was for many generations in the possession of the Rospigliosi family of Italy, for one of whose members it was probably wrought by Benvenuto Cellini, some years ago passed into the hands of Charles Wertheimer, who has now sold it to an American collector whose identity cannot be learned.

The actual purchase price is not known, but it is no secret that some years ago Mr. Wertheimer had valued it at a sum in the neighborhood of £100,000, and had refused some very tempting offers for it. Strangely enough, this marvelous object, the value of which would, one might think, be obvious even to the most inexperienced, occupied the center of the cabinet in Mr. Wertheimer's study, which three years ago, was rifled by burglars, who were considerate enough to content themselves with miniatures, snuff-boxes and pictures by Gainsborough and Reynolds. The cup, which stands eight inches high, is of solid gold, decorated with rich enamel of unrivaled perfection in workmanship. The actual bowl for holding the salt has the shape of a large shell, polished inside, and decorated on the outside with ribs of dark and light blue, red and green enameled ornament. A large pearl hangs like a pendant on the chest of the sphinx; other pearls are suspended from the ears.

Glass from Slag

Experiments are now being made by a corporation at Liverpool, England, with slags obtained from various iron works, with the result that a process has been discovered by which the waste slag in the blast furnace system of manufacturing iron can be transformed into a valuable commercial article. By the new invention proportions of sand and sulphate of soda, and in some instances a little lime, are put in the blast furnace, so as to make the slag into glass. This glass is then cast into various shapes for slates, paving blocks, bricks and tiles.

The slates can be manufactured, it is stated, at less than half the expense of Welsh slate. They have a polished appearance and can be made in any size or shape in colors. A house roofed in with the new glass slates will not require skylights, and even windows may be dispensed with in the top rooms. Something new in the building line is constantly turning up. There is an immense amount of slag going to waste in the United States. If it can be converted into roofs of buildings a great saving will be effected and the danger of fires lessened. Also, a glorious opportunity will be offered to take the "blue glass treatment" free of cost.



Piece of porcelain tested to 100,000 volts. Showing great dielectric strength



Showing different classes of ware waiting for electrical test

MANUFACTURING HIGH-VOLTAGE PORCELAIN

The Ceramic Engineer an Important Factor in the Process

THE manufacture and design of high voltage porcelain is rapidly becoming a highly specialized art, and although the field is a limited one, the industry is firmly established. Manufacturing of insulators is very interesting owing to the methods used. Less than ten years ago ordinary potting methods were used, while to-day finds special machinery in all parts of the business, and another year will mark still greater advances. In some instances no saving in labor can be attributed to machinery, but uniformity and reliability are attained, which is very essential in producing a high-grade insulator.

Ordinary equipment used in a white ware pottery is used until the clay is pugged. The body used, however, has different properties, containing a spar china composed so that maximum dielectric and mechanical strength are obtained in the ware when burned. The ceramic engineer plays a very important part in this part of the work, for it is not only necessary that the ware be sound and of good appearance, but it must be capable of withstanding a severe electrical test. When weighted the raw material is blunged in a double blunger mill and then lawned and pumped into the filter presses. Clay is taken to the clay cellar and allowed to temper a few days, when it is pugged in straight barrel pug mills. It is then ready to be formed into ware.

Some of the simpler pieces are formed in the ordinary jigger, but the bulk of the ware is formed by special machinery. Most insulators have a threaded pin hole so it is not possible to make this ware on a jigger, and it was necessary to develop the machinery for this class of ware. The plunging machines are nearly automatic, the molds being filled and placed in cup by hand and after the machine forms the piece of ware the mold is removed. The plunger is of cast iron or steel and forms the inside surface of the piece

of ware. The upper end of spindle, to which the plunger is attached, is threaded and works in a stationary nut. When the spindle is revolved the plunger is forced down into the mold, forming the piece of ware. After forming the piece the direction of rotation is reversed, backing the plunger out of the mold and leaving the machine ready to form the next piece. The lower part of the plunger forming the pin-hole is threaded and has the same pitch of screw as the spindle.

From the jolly and center machines the molds containing the ware are taken to a steam-heated room and allowed to remain until the ware has shrunk enough in drying so that it can be removed and the molds used again. The molds are filled from two to four times a day depending upon the size and shape of piece. When "leather-hard" the ware is taken to the finishing stand. The finishing or trimming is done by hand. The piece of ware is placed on a revolving stand and the outside, or part which was next to the mould, scraped off. The trimming removes all rough places due to laps in the clay and roughness of molds. While on the stand the edges are rounded and the cement grooves scratched in the piece. After finishing, the ware is thoroughly dried, which takes several days and even weeks if the pieces are very thick. When thoroughly dry the part to be glazed is dipped in a glazing preparation made from slip-clays, spar, flint, whiting and iron or manganese oxides for coloring.

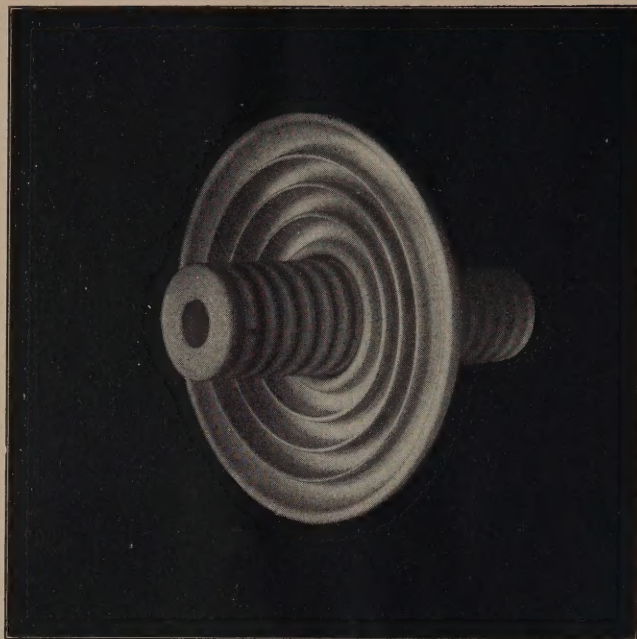
The glazes used are raw glazes and are ground in pebble mills. No lead is used in the glaze as the ware is fired so high that it is very easy to obtain a smooth glaze with but little fluxing material. Brown or mahogany colored glazes are very pretty and would make very handsome art ware. Glazed ware, after drying a few hours, is sent to the kilns. Owing to

the shape of the ware it is difficult to nest the pieces in the saggars. Up-draft kilns are used for burning the ware and natural gas for fuel. It requires about thirty-six hours to burn off a kiln and thirty hours to cool. Ware is fired to cone ten, a large number of cones being used in the kiln to obtain uniformity of temperature.

From the kilns the small insulators such as telephone and telegraph are sent to the packing room where they are barreled for shipment. The one piece insulators go to the testing pans, where they are given a high voltage test to eliminate material which is defective electrically. Some of the large insulators are composed of several parts, which are assembled with neat portland cement after having received the electrical test. When cemented the ware is not moved until the cement is hard, then it is given a final test and crated for shipment.

The Ohio Brass Company, at Barberton, O., has produced a very efficient suspension insulator, making practically all of this type at present. This type of insulator has a metal cap and pin cemented to the piece, and after drying about two weeks the insulators are given a pull of several thousand pounds and then given a final electrical test and crated. This type of insulator is made up of a number of individual insulators or sections, the number to a complete insulator depending on the voltage on which they are to be used. The factory has equipment for turning out of 3,000 sections of the suspension type insulator per day.

The suspension factory is complete in itself and is said to be the only one of its kind in the world. It requires an enormous amount of space and equipment to obtain the large output and considerable attention on the part of the manufacturing engineer. The ware produced is characterized by its high dielectric strength and toughness, together with uniformity. In addition to the regular type of insulators wet process bushings and tubes are made in a variety of shapes; a considerable quantity of dry press ware is also made. Many improvements have been made in designs which have resulted in higher efficiencies, and



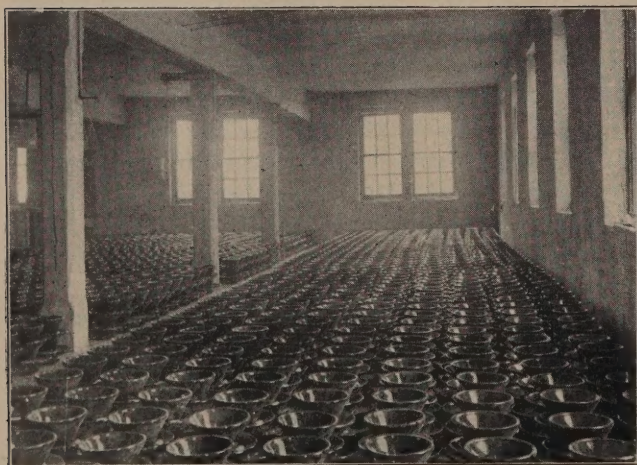
Entrance tube, showing delicate nature of insulator work

it is evident that the business calls for high-class electrical and ceramic engineering.

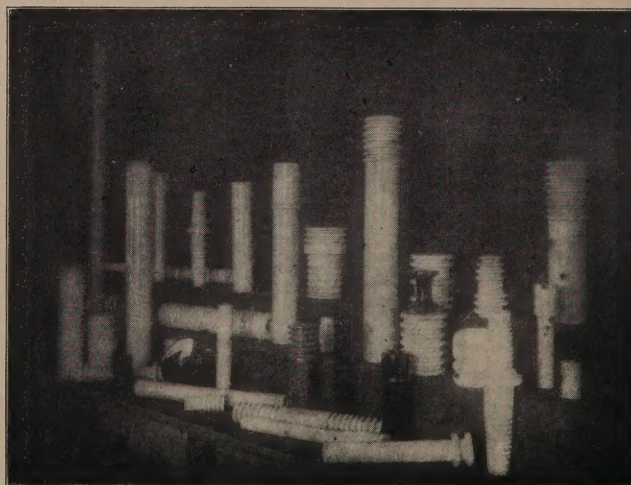
Editor's Note.—Acknowledgement is made to "Brick" for the reproduction of this article and illustrations.

Better Prices for Glassware

The proposition to increase prices on the better lines of glass is receiving attention. Letters have been passing between the different manufacturers with this end in view. One letter declares that there is no attempt to form any association having a protective policy, all being sought is to stop "cutting" and to obtain a fair profit for the labor and production. It is admitted that some items are sold below cost of production, in order to get a big profit on something else. Buyers also would like to have something to work on instead of holding off orders under the present market until they, in a way, find out what the competitor is paying. The manufacturers soon expect to come to some general understanding and hope that they will thereby be enabled to obtain reasonable and uniform prices.



Stock of 60,000-volt insulators on cementing floor



A variety of high-tension bushings and tubes

REDUCED FARES TO NEW YORK

Arranged by the Merchants' Association for Out-of-Town Buyers coming to the New York Market
Same Rates Extended to Merchants' Families and Representatives

FOUR series of reduced fares have been arranged for merchants and their representatives by the Merchants' Association of New York from the territories of the Central Passenger Association and the Trunk Line Association, except from points less than 100 miles from New York City. The full fare to New York will be charged and one-half fare returning. No reduction will be allowed if you do not present a return trip certificate or if you do not comply with the conditions stipulated hereafter, or if you obtain a certificate on a date not authorized, as set forth later on, for central passenger and trunk line territory. You must return via the route over which your ticket to New York was purchased.

When buying a ticket to New York, obtain from the ticket agent a return trip certificate, which must be signed by purchaser in the presence of the ticket agent, and countersigned by the latter. As soon as convenient after arrival, obtain from a resident member of the Merchants' Association in New York City an identification card duly filled out and signed. Present this identification card, together with the return trip certificate, at the office of the Merchants' Association at 54-60 Lafayette Street, as soon thereafter as possible. The office is open daily, except Sunday, from 9 A. M. to 5.30 P. M. If the certificate and the identification are regular in every respect, the certificate will be immediately validated and returned to you. When so validated, the rightful holder of the certificate will be entitled to a return ticket for one-half the regular one-way westbound first-class fare from New York City.

Return transportation will be sold on the validated certificate at the local railroad ticket office or depot *only* on the day, or one day in advance, of departure from New York, within, however, the return limit of the certificate. Pullman reservations for the return trip may be obtained prior to the purchase of the return ticket on presentation of a validated certificate at the railroad ticket office. These reduced fares are for merchants in good standing and their representatives and for members of their families, who, on being identified by a resident member become non-resident members of the Merchants' Association of New York, and are entitled to the reduced fares as above provided. Certificates and return tickets are not transferable, and holders will be responsible for any misuse of same.

The central passenger territory includes points west of (but not including) Buffalo, Niagara Falls, Suspension Bridge and Salamanca, N. Y., Pittsburg, Pa., Bellaire, O., Wheeling (via Penna. Lines only), Parkersburg, Huntington and Kenova, W. Va., and

points on and north of the Ohio River, and east of the Mississippi River, and south of a line from Chicago to Peoria and thence to Burlington, including Cincinnati, Louisville, all points in Kentucky on and north of the Chesapeake & Ohio Ry., Cairo, St. Louis, Chicago, the Southern Peninsula of Michigan, and Canadian towns on the Michigan Central R. R. and Wabash R. R.

Single trip ticket for going passage with the necessary return trip certificate will be sold July 23 to 26, inclusive, August 6 to 9, inclusive, August 20 to 23, inclusive.

A certificate obtained in central passenger territory on *other* dates is *worthless* for return reduction. The certificate is valid for return trip within thirty days from and including date of issue.

The trunk line territory includes the territory from and east of Buffalo, Niagara Falls, Suspension Bridge and Salamanca, N. Y., Erie (via Penna. R. R. only) and Pittsburg, Pa., Bellaire and Marietta, O., Wheeling (via B. & O. R. R. only), Parkersburg, Huntington and Kenova, W. Va., and points on and north of the Chesapeake & Ohio Ry. in Virginia and West Virginia, except New England and Canada. (New York, Ontario & Western Ry. not included.)

Single trip ticket for going passage with the necessary return trip certificate will be sold August 13 to 16, inclusive, August 27 to 30, inclusive, September 10 to 13, inclusive.

A certificate obtained in trunk line territory on *other* dates is *worthless* for return reduction. The certificate is valid for return trip ticket within fifteen days from and including date of issue.

Summer tourist fares somewhat lower than the merchants' fare and one-half, previously announced have again been authorized to New York City from points in the Middle West, Far West and the Southwest, the return limit on tickets being thirty days. Avail yourself of the tourists' fares if they are lower than the merchants' certificate plan arrangement. You can ascertain this by consulting your local ticket agent.

Following are the names of well-known pottery and glass houses belonging to the Merchants' Association in New York who will, no doubt, give buyers all the additional information wanted:

L. Barth & Son, George F. Bassett & Company, Bawo & Dotter, George Borgfeldt & Company, John Davison, C. Dorflinger & Sons, B. F. Drakenfeld & Company, Endemann & Churchill, Hugh C. Edmiston, Otto Goetz, Higgins & Seiter, M. Kirchberger & Company, Maddock & Miller, The Strobel & Wilkin Company, Vogt & Dose.

Glass Strips Dutiable at Sixty Per cent

Strips of molded glass, with ground edges, designed for use as parts of chandeliers, are dutiable under paragraph 100, tariff act of 1897, as articles of glass, ground. A decision to this effect was recently arrived at by the United States General Appraisers in New York, and resulted from a protest made by Siegman & Weil against the assessment of duty by the collector of customs at the port of New York. The opinion in this case was written by General Appraiser Sharretts, who deposed as follows:

"The merchandise, as shown by the appraiser's special report and the official sample, consists of glass drops for chandeliers. Duty was assessed thereon at the rate of sixty per cent ad valorem under paragraph 100, tariff act of 1897, the importers alternately claiming the articles to be dutiable at forty-five per cent ad valorem under paragraph 110 of said act as strips of glass, paragraph 112 as manufactures of glass, or paragraph 193 as manufactures in part of metal. The articles being composed entirely of glass, the latter claim is untenable.

"The official sample shows that the goods are strips of glass opalescent in color, six inches in length by one inch in width, flat on one side, with rib extending lengthwise of the opposite side. The only grinding these strips have received has been done with the object of smoothing their rough edges, and they have not been ground or polished on one or both sides to a cylindrical or prismatic form. Except for the grinding heretofore described, they are in the condition in which they came from the mould, and we therefore hold that they are not included in the provision of paragraph 110. We find the merchandise to be glass articles, ground, and on the authority of the decision of the Circuit Court for the Southern District of New York in the case of *United States vs. Hinsberger* (94 Fed. Rep., 645) we hold that the collector's action was properly taken, and his decision is affirmed. The protest is accordingly overruled."

Limestone Lanterns Dutiable at Fifty Per cent

It was decided recently by the Board of United States General Appraisers that Japanese lanterns made of dressed limestone, but imported in sections ready to be put together, are subject to duty under the tariff of 1909 at fifty per cent. under the provision for "limestone hewn, dressed or polished, or otherwise manufactured."

Gray Bros. and George B. Frazar, of New York, the importers, set up the contention that the lanterns should be admitted at either twenty per cent., as unenumerated manufactured articles, or at thirty-five or forty-five per cent., under paragraph ninety-five, providing for earthy or mineral substances. General Appraiser McClelland, in his decision for the board, takes notice of a memorandum filed by importers' counsel pleading for the admittance of the lanterns at twenty per cent., but after quoting various decisions the General Appraiser reaches the conclusion that the claim

cannot be sustained. In overruling the contentions Mr. McClelland says in part: "It is our view that whatever doubt there may have been as to whether these lanterns were subject to classifications under paragraph 118 of the tariff act of 1897 has been removed by the addition of these words, 'or otherwise manufactured,' in paragraph 114 of the present law, and we think the reasonable inference is that Congress may be presumed to have had the cases above cited before it, and the new words in paragraph 114 were inserted to remove all possible doubt as to the classification of such articles."

East Liverpool Hotel Under New Management

The Thompson House, of East Liverpool, Ohio, for a long time the abiding place of visiting potters, buyers and salesmen, is enjoying new life under the energetic management of the Polk Hotel Company. Mr. Polk, the progressive head of the company, is engaged in personally supervising the details of the management and promises, under the new regime, very superior service and accommodations. When the new company took over the hotel everything was thoroughly overhauled. Electric lights were installed throughout the house, new brass bedsteads and bedding replaced the old, the interior was redecorated, new dining services purchased and many of the rooms equipped with adjoining bathrooms.

Altogether the house now presents an air of newness, particularly inviting and strongly calculated not only to retain its old custom but to attract the proportion that previously sought accommodations elsewhere.

Glass Factory Wanted

Atlanta, Texas, wants a glass factory and evidently wants it very much if the inducements to locate there may be accepted as an indication of what is wanted. The Cass County Industrial League announces that Atlanta has an unlimited quantity of glass sand that analyzes over 99 per cent. silica; natural gas in any quantity at satisfactory price; salt and lime manufactured close by; plenty of timber and water and other material; free site, free sand for twenty years, and exemption from city taxation for ten years, with free artesian water to the first factory to locate there. It is further stated that the transportation facilities are good and that the freight rates are all right. Any one wanting further information should address the Cass County Industrial League, Atlanta, Texas.

Competition a Commercial Stimulant

No dealer should ever fear legitimate competition. It is the life of trade; a valuable asset. Competition stimulates business and raises the standard of quality and service. It promotes activity and stamps out indolence and carelessness. Competition can and has made villages out of crossroads and cities out of villages. It has made men wealthy where, without competition, there was no opportunity to create more than a pittance.

WILL ADVERTISING PAY YOU?

Like Every Other Form of Success, It Requires Perseverance and Patience. Results Are Not Achieved Overnight. Advertising Not an Expense But an Investment

The great successes of the world have been affairs of a second, a third, nay a fiftieth trial.

—John Morley.

THERE are thousands of retail merchants throughout this big country who are thoroughly convinced that advertising in their particular case does not pay, because they have tried it. They would smile expansively a physical wreck who, after swinging a set of Indian clubs for fifteen minutes, condemned the exercise as no good—he knew because he “tried it.” The merchants of this class are not in accord with that advisory little jingle, “If at first you don’t succeed, try, try again.” A perfunctory trial and a sweeping condemnation represent the sum total of their experience in the realms of publicity. They might just as well try to acquire an academic knowledge of some abstruse subject by a hurried reading of an elementary work on the subject as expect startling and immediate returns from a single or a dozen announcements in as many different publications.

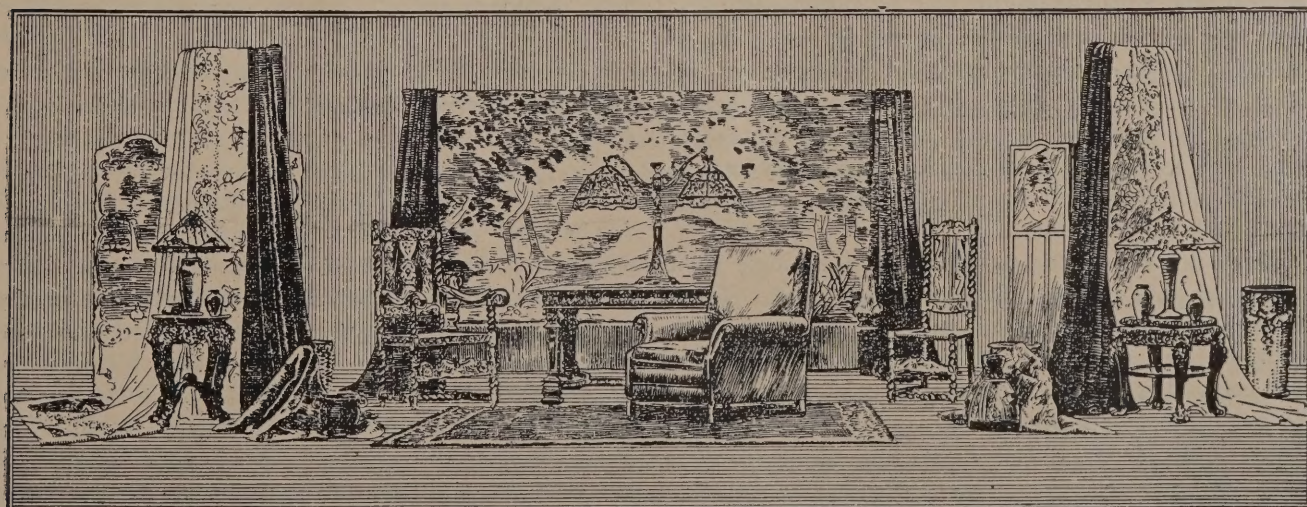
Advertising a retail store is not a matter of immediate and big results. A single advertisement may have no noticeable effect whatever. Regular and successive advertising is necessary; it is missionary work that has a cumulative and educational value, and like pretty much all literature of an instructive character has to be read and reread before the real essence of it is extracted by the reader. The essence of your advertising may be a desire to impress upon the public the general superiority of your goods, the advantages of patronizing your store or some other equally important point. Do you think that this can be done in a lasting way by spasmodic announcements to that ef-

fect? It isn’t at all likely that people will be permanently impressed by these occasional outbursts.

Knowledge was never acquired without experience or study, familiarity is the result of contact. If you expect productive contact with the buying element in your city it is up to you to instil enough knowledge of your business to make an investigation of your institution worth the time and labor. Competition to-day has stifled much of the sentiment that once governed retail transactions. There was a time when people patronized Smith to the exclusion of Brown simply because Smith was his father’s son, or because he had blue eyes and voted the Prohibition ticket. These personal attributes secured and held a fair proportion of people in the days when gunning for a competitor’s business was a sinful pursuit.

To-day they are all after you, every merchant in your community engaged in the same line of business, no matter how big or little, is properly a competitor of yours, and works an injury to your business in proportion to his size and activity. You cannot afford to disregard any of them. The aggressive little fellow is as much to be feared as the indolent big institution whose only security is its size and which happens to be big because it was among the commercial pioneers in your particular city and so enjoyed a somewhat sentimental growth.

There is no better way to establish prestige for your store or retain prestige already established than a systematic campaign of advertising in your local papers. Space in these publications, in the smaller cities is usually to be had at low rates and a fair display may be secured for a reasonably small outlay. If you don’t know much about advertising entrust the preparation of your copy to someone who does, as a knowledge of



Style of newspaper illustrating originated by George L. Hunter, advertising manager for Sterling & Welch, Chicago

advertising is of more importance than a knowledge of your stock. A good advertising man usually has adaptability enough to grasp quickly the details of your business, and the power to express your ideas in a succinct and interesting way, which is the all important thing.

If you prefer writing your own copy be brief and thorough in your descriptive matter. If you have something to say about plates, talk plates without flourishes. Be explicit. If your plate prices are bargains, feature them in bold face type, as nothing is more likely to influence a sale than a satisfactory price quotation. Confine yourself exclusively to what you are advertising. Avoid any distracting talk. When you have a reader's interest, concentration easily follows if no interruptions or digressions occur in your talk. Don't be humorous unless you can be exceptionally so. People do not expect to be amused by an advertisement, although many of them are unintentionally funny in construction.

Advertising is not an expense. If judiciously placed and carefully prepared it is a good investment with a far-reaching influence. Your clerks, rent, light, etc., are fixed and necessary charges. Advertising, like your stock, is an investment that should yield returns. Buy your advertising space as advantageously as possible and prepare your copy with the same care that you select your stock. Appropriate about fifteen per cent of your net annual earnings for publicity. A clerk or two in a small business would cost you that much and yield little that is productive of an increase, whereas your advertisement appearing at regular intervals in the local papers announcing arrivals of new stocks, special sales, etc., will operate for a decided advance in your receipts.

Let your advertising be suggestive and not merely informative. There are lots of little things in cut glass, pottery, house furnishings and art brass that can be suggested to the housewife. She may never have heard of them or really understood the uses of some of the things she has seen. Little helps of this sort are appreciated and develop business that would ordinarily not come to you.

If you want business that is now going to your competitors, advertise for it, and do it systematically. The man who advertises only during the busy season is busy only when he advertises. You can be reasonably active all the time if you talk intelligently through the mediums at your command to the people you wish to reach. A seasonable suggestion here, a helpful hint there will work little miracles in attracting people to your store.

Don't proceed on the theory that when people want what you have in stock they will come for it. If you have a monopoly on things in your community this attitude is all right, but it is safe to assume that you are contending with competition that is just as likely to get the business as you are, and unless you assert yourself vigorously a fair proportion of transactions will get away from you. Make yourself as commercially conspicuous as dignity and the means at your

command will permit. Be consistent and conservative in your advertising and adhere religiously to every statement that you make and the developments will soon dispel your notions about advertising as an unprofitable proposition. Before you really realize it you will have attained a position of some importance in your locality.

Are Cut-Price Sales Profitable?

There is a question as to whether "special" sale days and "cut prices for this day only" are a paying proposition in the pottery and glass lines. The object of making "special" prices is to draw custom to the store, not merely to sell the article or articles marked down to cost or less, but to induce the customer to buy other goods whereby the profits can be equalized, and what is lost by selling the cut-price goods will be made up in the profit on others. This in theory sounds well, but in practice does it pan out? Many dealers who lead themselves to believe that the "special" sale is a trade catcher, include the argument that if they do lose a little money by it, the loss is more than offset by advertising the store. This is a loophole out of which they can squirm if they find that the loss on the sale of the "specials" is greater than the profits on the regular goods, but the loss is there just the same, and the fact that the store has had the right kind of advertising is in doubt.

There have been dealers who made a practice of having special sale days of standard lines, and have advertised these goods at and below cost, with a view to stimulating business. The sales on these days did increase, but the bulk of the goods sold went into the stocks of other dealers who keep a string of buyers at the counters taking the "below cost" articles. These buyers, as a majority in all such cases, took only the advertised goods, and in the end the "cut-price" dealers increased cash on hand as well as loss of money. This may be charged to advertising, but it is advertising that brings no returns. It advertises the "cutters" among their fellow dealers, and it advertises them among the wholesalers and manufacturers, not in a way that is apt to instil confidence and liberal credit. It must be conceded that "special" sales of standard lines of goods are not paying propositions and that the loss in profit occasioned cannot be offset by the sale of other lines. Every article sold must show a profit, and every sale at cost and less can never be regained.

Iowa Clay Not Suitable

The Red Wing Union Stoneware Co. has permanently shut down its plant at Marshalltown, Ia. In a statement regarding the matter, the president of the Red Wing Company says with regret, that after considerable expenditure and experimenting, his company has decided that the clays available in Iowa are not suitable for the manufacture of pottery, and that the importation of potters' clay to Marshalltown for manufacture was too expensive to warrant the continued operation of the plant.

GATHERED IN GOTHAM

AMONG the exquisite examples of Baccarat glassware on exhibition in the showrooms of A. Gredelue, 43 West Fourth Street, are some recent additions in light rock crystal. Among these is an individual almond service with a neatly executed design; this little service is also to be had optic etched with a delicate gilt band decoration. A particularly pleasing line is the imitation of Old Venetian styles in stemware and tumblers. The decorations are in gilt, after the style of the period. Overlaid on the groundwork are color applications of turquoise, pearl and ruby, the effect being that of a design studded with minute precious stones.

At 25 West Broadway, the showrooms of the Irving Art Glass Company, of Honesdale, Pa., F. W. Reichenbacher, the local representative, is showing somewhat of a novelty in celery dishes. It is a canoe-shaped tray, the sides of which are deeply and artistically cut. Though a canoe, it is appropriately and cleverly referred to as a sale boat, as the demands since its introduction have amply justified what at first looked much like an experimental departure from the conventional offerings in dishes of this character. Aside from its beauty and novelty, its intrinsic value is apparent in the weight, the banks being unusually heavy.

The George C. Lynch Company, of 333 Fourth Avenue, have made additions to their showrooms that enlarge the floor space by nearly 100 per cent. This was done that they might add to their already large array of art brass novelties, lamps, sconces, mirrors and decorative furniture the C. W. Eschbech line of Colonial gold mirrors. These mirrors are faithful reproductions of those that flourished in Colonial days, and are reputed to be the best examples of this art in the country. They have been on exhibition but a short time and have aroused no little interest among the trade alive to their superior points.

Some exceptionally fine specimens of decorative work are to be noted in the output of Warrin & Son, of 49 Wooster Street. French bodies are carried in open stock and decorated to order. Gold incrustations, monograms, emblems and escutcheons are among their specialties. Warrin & Son are among the oldest decorators in the country and their work is classified with only the very best.

John Morgan & Sons, of 61 East Ninth Street, have on display some handsome additions to their already complete showing of modern-stained glass lighting fixtures. The latest contributions are in showers and domes. A particularly attractive design is a shower light with ceiling dish, and four outside pendant lanterns, finished in antique hammered brass; the panels in amber glass are decorated in conventional scroll design. Another novel treatment is a Gothic fixture in combination plain and hammered brass, with four rather elaborate lanterns. Other items in the line are equally substantial and attractive. Edward O. Coles is the sole selling agent for the Morgan company.

Joseph Burroughs, of 25 West Broadway, is the distributing agent for a rather novel carafe constructed on the vacuum principle and designed to retain for days the temperature of the liquids it contains. It has all the advantages of the bottle so long exploited and many more in addition. It is designed especially for table use, hotels, club and hospitals. The ground-glass stopper is a feature of importance, being non-absorbent and air-tight it retains no odors and excludes such impurities as usually find their way into vessels without some such protection. It comes in nickel plate or gunmetal, also leather covered in a variety of leathers and colors.

John Nixon, representing the Fostoria Glass Company, at 68 West Broadway, has just received from the factory an interesting assortment of new lamps in decorated glass. They are referred to as "wholesome shapes," which suggests an adherence to conventional lines. It should not be inferred from this that they retain any appearance of old style productions. The lamps are up to date in every respect and the floral and figure decorations are executed with detail not often observed in competing lines.

Edward Boote, of 45 West Broadway, is showing a full open stock assortment of Cauldon dinnerware with a floral print decoration. A skeleton line of acid etched gold border treatments, comprising plates, soups, teacups and saucers, bouillons and after dinners is competing in popular favor with the print decoration. Both items are easily deserving the favor shown them.

GLIMPSES OF GLASS HOUSES

DALLASTOWN, Pa.—A movement has been started here to organize a board of trade to encourage new industries of various kinds to come to town. This was started by a letter from the Columbia Cut Glass Company, received by James K. Taylor, the secretary of the town council, asking for information as to the possibilities of moving the glass plant to this place. The reason assigned for moving the factory from Columbia, Pa., where it has been operated for a number of years, is the impossibility of getting employes in that town. The information required was as to railroad facilities, electric or water power, and whether any number of men are looking for employment. The letter has been favorably answered and steps have been taken toward the organization of a board of trade to look after such matters.

Wellsburg, W. Va.—The prospects for the reopening of the Wellsburg Glass and Manufacturing Company are very bright. John Emblem, of Omaha, Neb., one of the largest owners of the company, and D. W. Baird, of Wheeling, late receiver for the company, were busy recently examining the plant and getting things in shape for an early resumption of business. Capitalists have been interested, with the result that the members of the firm are confident that if they receive a little encouragement from the citizens and the local board of trade, the plant will be in operation in a very short time.

West Pittston, Pa.—A preliminary meeting of the stockholders of the Luzerne Cut Glass Company was held recently and directors were elected as follows: J. H. Glennon, K. J. Ross, R. M. Hughes, William Drury, O. Atterholt, J. H. Mullin, Joseph Langford, A. B. Brown, W. C. Sutherland; treasurer, W. L. Foster. The new company is capitalized at \$40,000, and succeeds the company that went out of business some months ago. The plant will begin operations in a short time.

Pittsburg, Pa.—All glass manufacturers who employ union labor recently resumed operations after a two weeks shut down. The annual wage conference between the manufacturers and workers will be held in Atlantic City, starting July 18. The glass factories of Pittsburg are enjoying a steady run, but at the prices glass is being sold, the owners declare there is very little in the business.

Millville, Pa.—A firm which manufactures cut glass ware in a Pennsylvania city has expressed a desire to move its plant to Millville, and has favorably impressed a committee of the board of trade. Inducements will be offered by the board.

Wheeling, W. Va.—The first six months of the year have been excellent ones for the Central Glass Company. The plant is running full. Some new creations in etched ware will be ready for the fall trade. In new pieces, covered puff boxes are being shown.

The Hazel-Atlas Glass Company is now occupying the entire third floor of the newly improved Conservative Life Insurance Building. Their offices are perhaps the prettiest in Wheeling, being light, airy and well arranged.

Moundsville, W. Va.—The Fostoria Glass Company will shortly erect a handsome office building on the corner of First and Grand Avenues. The building will be two stories in front and four in the rear, this being due to the grade of the site. The first floor will be used for offices, and the second as a display room, this latter being a feature of the building.

Ford City, Pa.—The Pittsburg Plate Glass Company let the contract for the steel construction work on the new Ford City plant of the company, which not only replaces the portion burned recently, but enlarges and increases the productive capacity. The steel work will require 6,000 tons, and the total cost of the improvement will be about \$2,000,000.

Rochester, Pa.—With four furnaces working continually and orders arriving in every mail, the indications are that the plant of the Rochester Tumbler Company will be operated continuously throughout the summer. New etched treatments will be shown the trade within a few weeks. Help is wanted in the decorating department.

Monaca, Pa.—The American Glass Specialty Co. has begun the reconstruction of buildings which were burned several months ago. Much of the decorating has been transferred to the plant at Jeannette, which the company purchased last year.

Morgantown, Pa.—Many improvements will be made to the plant of the Economy Tumbler Company during the summer stop. A new battery of lehrs will be built and a new furnace will be ready for the next fire. A line of etched ware will soon make its appearance, the first pieces being completed.

Follansbee, W. Va.—At a recent meeting of the Jefferson Glass Company, C. H. Blumenauer was elected president and treasurer, D. J. Sinclair, vice-president, and H. A. Schnellbach, secretary and manager. The company will continue the Chippendale line, adding new cuttings to it from time to time.



Belleek coffee set in green and gold.—Lenox, Incorporated

BELLEEK CHINA

A Highly Artistic and Decorative Product, the Demand for which has Renewed Activity in its Domestic Manufacture

THE little town of Belleek, Lough Erne, Fermanagh County, Ireland, enjoys the distinction of giving to the world a true porcelain in every sense of the word, noted chiefly for its iridescent glaze of a silvery lustrous appearance. It is carefully and artistically wrought into ornamental pieces and services, and in the thin lusted pieces rivals the irreproachable egg shell of the Far East. In biscuit or glaze it is equally beautiful, and exceedingly pretty and artistic imitations of shells are made of Belleek ware, a purpose for which it is especially suited, because of the similarity the glazed surface presents to the inside sheen of a shell. In England and France a ware of somewhat similar appearance is produced and an artificial metallic glaze employed to produce the *madre-perla* lustre.

W. P. Jarvis, in the *Encyclopedia of Ceramics*, defines Belleek as a fine glazed Parian body washed with metallic lustres. He further states that it is made by what the French call the *coulage* process and designated by us as casting. A plaster mold is filled with water-diluted clay to the consistency of cream and known as "slip." The plaster absorbing the water leaves a layer of clay adhering to the mold, and when this attains the required thickness the remainder of the slip is emptied from the mold, and after drying for a short time the cast can easily be removed. Parian being a non-plastic body cannot be either thrown or formed in a dry mold.

Belleek ware first attained any degree of popularity at the manufactory of McBirney & Armstrong, of Belleek. It had previously been successfully produced by Mr. W. H. Goss, of Stoke-on-Trent, England, but it was not until 1863 that the first attempts to produce it were made at Belleek. These efforts were unsuccessful until McBirney & Armstrong captured Mr. Goss's foreman, William Bromley; a clever modeler named Gallimore and some ten other workmen from the same establishment. Gallimore subsequently returned to the Goss pottery, as did the others after instructing their Irish friends, whilst Mr. Bromley came to Trenton in 1883 to assist J. Hart Brewer in his development of this ware.

It has often been erroneously stated that Mr. Goss was the originator of Belleek ware, and generally with the assumption that the iridescent coloring was in the glaze. The real inventor of these lustres was the Frenchman, J. J. H. Brianchou, who patented his discovery in France, England and Germany. His lustres were used in both France and Germany long before their adoption by Mr. Goss, who, in common with Belleek and other factories, imported them from France during the life of the French patent. These lustres are solutions of various metals washed over the glaze and subsequently fired, and are not, as is commonly supposed, a part of the glaze. Mr. Goss started in business at Stoke-on-Trent in 1858, and does not appear to have exhibited any Belleek at the London Exhibi-



Belleek chocolate pot.—Lenox, Incorporated

tion of 1862, although he had a very choice assortment of Parian figures, vases, etc. In view of this, it seems reasonable to suppose that he did not employ these lustres before 1863, the year of the inception of the Irish manufactory.

It was some forty years ago that Belleek ware first made its appearance in the United States and Canada, where it was received with much favor. J. Hart Brewer succeeded very well, under the instruction of Mr. Bromley, in his development of this product and it was not long thereafter that some very creditable domestic reproductions of Belleek made their appearance in this country. To-day there are a number of factories engaged in its manufacture and their output is easily on a par with the foreign product. Some exquisite examples of decorated American Belleek are daily finding a way into the homes of art lovers and ceramists, and the demand for it is increasing to an extent that has renewed activity in its production. Illustrations of a few pieces accompany this article.

German House Wants American Glassware

An important and favorably known German importing house asks for propositions from American manufacturers of glassware, whereby it might take over the sole sale of the American product in Germany. The American consular officer forwarding the report, states the concern is particularly interested in first-class qualities of cut glass, not the so-called "nachgeschliffene"

articles, as pressed articles of this character do not appeal to the German taste. It is possible that glass fruit jars might be sold by the same concern. Propositions relating to fruit jars would have to contemplate shipment of the lids, rubber rings, and jar proper in separate packages in order to obtain the most favorable rate of duty. The same correspondents will be interested in any article of glass which reputable American manufacturers might feel themselves in a position to sell in competition with European manufacturers. It might be possible also through this firm to obtain some direct business with South American or other foreign markets. Correspondents should address the Bureau of Manufactures, Washington, D. C., referring to file Number 5048.

"Unbreakable" China Wanted Abroad

The proprietor of a hotel in a Latin-American country desires to be put in immediate touch with firms in the United States manufacturing so-called unbreakable china and glassware. Owing to the difficulties of transportation and other local conditions, it would appear that no country offers a more favorable inducement for an extensive market in this class of goods. Name of the individual in question, together with a list of other hotels which might be interested, are given in the report of the consular officer, and may be obtained by addressing the Bureau of Manufactures at Washington, D. C., referring to file number 5133.

Belgian Wants Our Manufactures

A Belgian business man writes to the Bureau of Manufactures that he would like to enter into business relations with American manufacturers of all sorts of articles suitable for Europe, Asia Minor, and North Africa. An office will be maintained in Belgium, and later it is planned to open another office in the United States. Correspondents wishing information should address the Bureau of Manufactures, Washington, D. C., referring to file number 5154.

Room for American Wholesalers in Mexico

In calling attention to the small number of American wholesale houses in Mexico and to the necessity thereof, Consul G. B. McGoogan, of Progreso, writes:

There are at least a dozen large cities in Mexico that offer splendid openings for American wholesale houses in the different branches of business, and American exporters and manufacturers should establish such houses therein. The United States has arrived at the point when it must have its personal business representatives wherever it expects to gain and hold trade. The occasional trip of a salaried American commercial salesman, no matter how competent, cannot be expected to compete with foreign firms having branch houses, managed and owned wholly or in part by their own countrymen, who can speak the Spanish language, and who are thoroughly familiar with all local conditions.

PENCILINGS OF POTTERIES

NILES, O.—The Bradshaw China Company's plant has been sold to W. H. Tritt, a brother-in-law of J. S. Sebring, of Sebring, for \$19,400. The new owner will begin extensive repairs to the pottery at once preparatory to placing it in operation. The plant was erected at a cost of \$50,000 ten years ago, and when in operation was considered a first-class industry. It employed 150 skilled laborers and about 100 unskilled, and it is the intention of the new management to greatly increase the capacity.

Columbus, O.—D. E. Putnam, of Columbus, O., and George Hook, of Pittsburg, Pa., are now the owners of the idle pottery at Columbus, O., known as the Bell Pottery plant. It was bought at receiver's sale for \$75,000. These men are trustees representing the stockholders. The face value of the outstanding bonds is placed at \$100,000. With the plant are forty acres of level ground which will be platted into lots. It is also intimated that the bondholders will form a real estate company and sell the property. It is possible, too, that more than the value of the bonds can be obtained through the sale of the land, outside of the plant.

Wheeling, W. Va.—What reputation Wheeling ever had as a domestic pottery center will soon be lost, for now in but one local pottery is domestic ware being manufactured. Wheeling will soon compete with Trenton and New Castle as a sanitary ware center. One local plant has made sanitary ware for a long time and two others are soon to start. The third is to be converted into the works of the Wheeling Tile Company. The sanitary business is said to be rushing, and the prospects for the new tile company are that the plant will some day employ nearly as many people as it did in the days when table ware was made.

The plan to start the idle potteries at Wheeling in the sanitary branch of the trade will very likely draw a lot of workmen from the general ware departments. Many of the potters who were employed in the plants of the Wheeling Potteries Company before that company passed from view have obtained positions in other trades and others have sought positions in potteries, both in the East and in the West. It is currently reported that over 1,000 men will be employed by the new company. With these two plants in operation and additional capacity at the Tiltonsville, O., plant of the same company, the Wheeling corporation will be one of the largest manufacturers of sanitary ware in the United States.

Newark, N. J.—Charles L. Steinbrenner has plans

under way for the rebuilding of the plant for Ritger's Excelsior Pottery Company recently destroyed by fire. The structure will be of brick, two stories high and will cover an area of about 66x115 feet. The floor construction will be of reinforced concrete. The first floor will contain molding room, engine room, three kilns and clay storage pits, while the upper story will provide an additional molding room and drying rooms. The estimated cost of the structure is about \$10,000.

Angola, N. Y.—A 3,000,000-foot gas well was struck here on the Henry farm. Representatives of pottery and tile companies visited the territory recently and it is reported, have been negotiating with the Davis Gas Company for a supply of gas, these productions requiring a liberal supply of gas in the process of manufacture. The importance of the negotiations is found in the fact that clay, said to be suitable for the pottery and tile industry, abounds here and that it is compared favorably with the Ohio clay.

Sebring, O.—The announcement that Fred Sebring resigned as president and general manager of the Limoges China Company, at Sebring, O., came as a surprise to the pottery trade. He was succeeded by Charles Albright, who had been associated with Frank A. Sebring in the management of the Sebring Pottery Company's plant at Sebring. It is reported that Mr. Sebring will take a six months' vacation, but more than this he has not announced.

Mansfield, Ark.—Arrangements are being perfected for the construction of a pottery plant, following the discovery of an excellent clay deposit near Mansfield. The presence of a gas field at this point with an increasing output, offering extremely cheap fuel, is a big factor favoring the project.

Crooksville, O.—Three stockholders of the Star Pottery Company have disposed of their interests. These are W. H. Brown, Ed. Boring and Charles Rambo. J. J. Hull and other stoneware pottery manufacturers in the Crooksville territory have taken over this stock.

Baltimore, Md.—The Edwin J. Bennett Pottery Company is ready to start work on its new factory buildings, at an estimated cost of \$30,000. One of the buildings will be four stories high, and each of the others will be three-story structures.

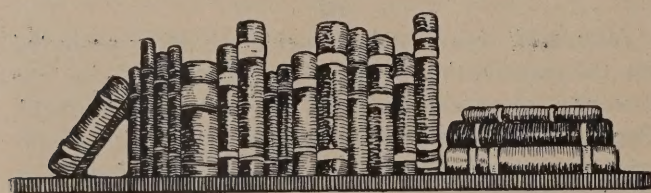
Colchester, Ill.—Colchester soon expects to erect a pottery of its own. Despite the fact that this is a clay center no factory ever located here.

Roseville, O.—The Nelson-McCoy Sanitary and Stoneware Company is a new corporation that will go into business by building a new factory here. J. N. Owens, president of the First National bank at Roseville, is a heavy stockholder in the new company which has been recently chartered with a capital stock of \$50,000. There is an air of activity about the stoneware pottery business in the Roseville district, and every plant there is working to the limit. Since the stoneware pottery manufacturers have come, manufacturers have come together in a selling arrangement and one or two new corporations taking the output of the district and then placing it on the market, there has been a decided improvement in the business.

East Liverpool, O.—The majority of the potteries in the East Liverpool district will have a very brief loafing period this season. Although it is admitted that this is the usual dull season, some of the manufacturers are getting some good orders. One manufacturer said that business has been normal with his plant for months, and with lots of good department store orders for open stock dinnerware booked ahead.

Canonsburg, Pa.—Construction has been started on a new seven-kiln pottery near Canonsburg by the Canonsburg Pottery Company, which is controlled by Will S. George, of East Palestine, and president of the East Palestine Pottery Company. The improvement will cost about \$50,000 and the plant will be ready for operation in October.

Chester, W. Va.—J. N. Howard, who, four years ago, started manufacturing clay products for gas mantle manufacturers, has begun the erection of a large plant at Chester, which will give employment probably to 100 people. The factory will be largest of its kind in the country.



Recent Publications

Any of our readers desiring copies of the publications reviewed in this column may obtain them by forwarding to us the publisher's price together with the necessary postage.

"ROYAL SEVRES CHINA," by Egan Mew, 16mo, cloth. Dodd, Mead & Co., New York. Price \$1.00. This is another refreshing volume from the pen of that versatile writer of ceramic literature, Mr. Egan Mew. With his customary thoroughness he presents in chronological order the development of this "porcelain of princes." The reader is introduced historically, to all the ramifications this interesting pottery encountered from the time of the brothers Dubois, and the imperial subsidy and monopoly to the approaching end of the "royal period."

We are told that the qualifying adjective "Royal" indicates the eighteenth century period with which Mr. Mew's work chiefly concerns itself. This title dates from 1753 to 1793, a period of forty years, that included the most brilliant of the Versailles regime and the cultivated rule of the Pompadour. The manufactory flourished under the first Republic, then under Napoleon, and later during the Restoration. "Even now," the author continues, "when all is mechanism and technical perfection, the porcelains of Sèvres still pour upon the world from the works which have been the envy and admiration of Europe since the days of Vincennes—the original home of these productions."

The author is by no means influenced in his work by the reputation for perfection generally enjoyed by this ware. Throughout he appears in his consideration more historical than critical of the influences that operated in its production, but digresses in one chapter to condemn as "absolutely contemptible and vulgar" the work of Falot, a famous decorator, as typified in a Sèvres inkstand, which was made especially for Louis XV as a present to the Dauphine Marie-Antoinette and which is generally accepted as the fine flower of the manufactory. Mr. Mew's position throughout is that of an authority, well versed and conscious of the importance of the subject under discussion. He acquits himself in this as he has in the previous volumes that constitute the "Masterpieces of Handicraft."

"Metal Spinning," by Prof. Fred. D. Crawshaw, M. E. Cloth. Popular Mechanics' Co., Chicago. Price 25 cents. This is another in the twenty-five cent handbook series on popular mechanics. In a foreword the information is set forth that the work was prepared with the idea of disseminating practical knowledge without recourse to technical language, and in a perfectly understandable way. The art of metal working is reviewed at some length in the introduction, and the seven chapters embrace the whole scale of processes involved in the craft. The text is supported by many working illustrations in line and half-tone. Altogether the work is commendable and helpful and an acceptable addition to the literature of either amateur or professional metal spinners.

Imports at the Port of New York

Week ending.	China	Earthenware	Glassware
June 4	\$96,644	\$12,056	\$25,582
June 11	67,893	8,345	20,370
June 18	52,169	13,279	35,361
June 25	81,741	16,015	31,489
Total	\$298,447	\$49,695	\$112,802
Same period 1909...	\$343,408	\$40,870	\$110,686

William A. Crocker Sails

William A. Crocker, of Stewart & Crocker, 68 West Broadway, sailed on the Cedric June 26th for a short trip abroad. The foreign factories represented by the company will be visited and the new lines selected. It is expected to have them on exhibition at the West Broadway showrooms in record time.



A group of Staffordshire tobys

STAFFORDSHIRE TOBYS

The Toby an Old Idea. Being Revived by Demands for Reproductions of these Quaint and Curious Vessels

THE popularity of the teapot has somewhat overshadowed that of the mug. Tea has always appealed to the feminine mind, and the coziness and cheer of all teapots, large and small, have been important factors in their success. Not that all collectors of teapots are women, far from it; but in this country the larger portion is undoubtedly composed of that sex. In England this is not so—and besides in England there is nothing especially feminine about a teapot—tea drinking being too universal to have any such limitations. In England collecting runs less to one particular object and more to periods in china making or to the work of special potteries. The pitcher collections and the plate collections which seem to have a special fascination for the American mind, are almost unknown over there. You will find cabinets devoted to Wedgwood, to Chelsea, to old Derby and important collections composed entirely of stone ware, salt glaze, etc., but the promiscuous way of the American collector, who either gathers in “everything old” or is interested only in this thing or that, is incomprehensible to the average Englishman. It is far more sensible, certainly far more educational, to go in for periods in china as one would in furniture, but in this country it would be frightfully expensive and moreover it would be a task, and when a thing becomes a task it ceases to be a hobby.

It is perhaps useless to compare American and English collectors. The opportunities are not only totally different, but the viewpoints are unlike and the aims are not the same. That the average Englishman thinks he knows a great deal more about the ceramic side of collecting than his American cousin is entirely true, and this brings us back to the point of view again, which in England is one of study quite as much as recreation. Abroad they separate the two, and that perhaps is really the only difference after all. In this country, after plates and platters, the most popular articles of old china have been teapots and pitchers, and there are several collections numbering hundreds of each. Bowls also have their devotees, but in lesser numbers, which has been a matter of congratulation to those interested in bowls. When the demand is small the opportunities for finding good

specimens in any line are much greater and the prices are also lower. Collecting has run more to rice and tea bowls than to miscellaneous English specimens, in spite of the fact that the latter field offers many attractions.

Mugs like bowls have been somewhat overlooked, although of late there has been a growing interest in the old drinking mugs, variously known as “tobys,” “tobeys” or “tobies.” With the revival of cottage ornaments, old and new, the toby came in for its share of attention. In its more elaborate form it was often a chimney ornament, a convivial reminder rather than an actual drinking vessel. Many of these tobys are still preserved and are to-day as brilliant of glaze and dazzling of color as when they first came from the Staffordshire potteries, for Staffordshire seems to have been preëminently the home of this particular branch of what our English friends call the “ceramic art.”

The toby idea is an old one, probably early eighteenth century, although the usual articles of the shops are late eighteenth or early nineteenth. Good nineteenth century specimens are desirable and in the light of several recent attempts to imitate the old, so crude as to be almost ridiculous, any genuine toby is interesting and worthy of preservation. A toby or two is a good addition to a corner cupboard and half a dozen or so look well strung along on a shelf, but if a collector wishes to specialize on these lively bits of colored clay, it would be well to plan a special place for them. Shallow cupboards make excellent backgrounds—so do recessed cupboards if they receive sufficient light; shelves built between windows or between doors are also useful, and in a limited way a toby rail is not a bad scheme. A rail partially filled with plates, teapots, etc., is not a good setting for them, for they do not take kindly to the usual miscellaneous array of things on a plate rail. They are incongruous with fine china, or with any light or dainty setting. They belong with sturdy brick chimney-breasts and with simple, homely things. They have no drawing room manners and are out of place there. They go with “cottage” things now, as when first made.

Some of the best tobys are almost equal to the old colored statuettes in excellence of color and modeling. They were made by potters of renown who gave to them the same care that they did to the shepherds and shepherdesses, milkmen and dairymaids, squires and dames and other famous pottery pairs.

The Wood family, notable in Staffordshire annals, made tobys which reached a high degree of beauty. Ralph Wood, one of the early members of this celebrated family, was noted for the excellence of his glazes and for the spirited poses of his clay people. His tobys are highly prized and are among very early specimens. He was born in 1715 and did his best work about 1750. Related to the Wedgwoods by marriage, he was at one time a protégé of Thomas Wedgwood, father of the great Josiah. Many of his



A large toby made at Burslem

pieces are marked, others are unsigned but are recognized as his work by the extraordinary color values. His early method and the one which gave the finer results, was to color his lead glazes with metallic oxides and apply each color by means of a brush. The range was limited, but full of charm. The colors lacked the brilliancy and strength of later pigments, when a different method was employed. The later scheme made use of enameled colors upon a glazed and fired surface. The meeting and mingling of colors found in the early work was absent, and though showing a greater technical skill, the tobys were not nearly so charming as the earlier ones.

Ralph Wood's son was also Ralph and they are often spoken of as "the Ralph Woods." The younger man used a different mark—namely, "Ra. Wood Burslem." The mark of the elder was "R. Wood," in large capitals. Both made statuettes, tobys and many other things, which collectors are now eagerly hunting, ranking them as among the most interesting specimens of English earthenware. Aaron and Enoch Wood belonged to this family, men well known to

American collectors; Enoch especially through his connection with historical blue Staffordshire. The tobys made by the Woods are in the early method described, the colors being extremely harmonious, the flesh tints very light and showing none of the ruddy glow seen on later specimens. The probability of finding one of these old Wood examples is remote, but well worth the search.

Among well-known pieces from this Burslem pottery along other lines are "The Vicar and Moses," "St. John and the Dragon," "Hudubras," "Benjamin Franklin" and other portrait and fanciful statuettes. "Beautiful as are the salt-glaze moulds of Aaron Wood and the skillfully modeled busts of Enoch Wood," says Frank Falkner, "the early figures and groups of the two Ralph Woods, decorated in their delicately colored glazes, may be cited as being the most artistic and original productions in earthenware figures of any of our great English potters with the one exception of that extraordinary genius John, Dwight, of Fulham, of whose work, in an entirely different school, so very few examples are known to remain."

Sick Pewter

It is a strange, although little known, fact that pewter is subject to an affection or disease which in German is very appropriately designated zinnpest (tin plague). It is a well-known fact that some metals are subject to phenomena which, resembling in their effects the diseases that attack living organisms, cause them to decompose or decay. Especially is this the case with pewter, whether as a result of chemical changes consequent on its composition or not is not known. We do know, however, that if exposed to a low temperature it is likely to undergo a transformation under the influence of which it is ultimately reduced to powder. As long as the temperature does not go below sixty-eight degrees Fahrenheit there is no danger. Even at sixty-five degrees the effects are barely noticeable, but to temperatures lower than this the metal is decidedly susceptible. This is the reason why so small a number of specimens remain to us from the period when tin or pewter was extensively used. Exposed to the vicissitudes of changing temperature, they have gone to pieces. Even a cold museum will work their destruction.

Collectors of old pewter who will carefully look over their specimens are likely to note the appearance of dull, grayish-looking spots, almost non-metallic, and of a crumbling, dust-like character. This is the first symptom, and means that the process of disintegration has commenced and accounts for the more or less dilapidated condition that occurs in choice specimens of work in this metal. To the same destructive influence the speedy corrosion of tin roofs may be ascribed. Where choice specimens of pewter work, such, for instance, as the highly prized antique pieces by Briot or Enderlein, dating from the Renaissance period and superbly decorated in relief, are concerned,

this would be a dire misfortune, and the affection should be promptly dealt with as soon as its occurrence is noted. The most efficacious treatment, though useful only in the earliest stage, is found to be boiling for a prolonged period in pure water to which a little soda has been added and subsequent rubbing in whitening. Moreover, as the disease appears to be contagious in character, the examination of all specimens from time to time is urged to note any symptoms of its approach.

Fortunes for Art Ceramics

The first day's sale of the much heralded disposal of the collection of fine Sèvres porcelain, jewels and objects of art and vertu of the late Baron Schroeder began at Christie's, in London, England, on July 5th, and continued for three days. The prices which follow are a fair indication of those that obtained throughout the sale and suggest beyond a doubt the esteem in which the masterpieces of the foremost potters and decorators are held. The bidding was unusually spirited, as it was an audience of connoisseurs.

A pair of famille rose mandarin jars and covers of the Kien Lung period sold for \$12,000. An oval plateau with gros bleu ground, eleven and one-quarter inches by eight and one-half inches, fetched \$3,500. A pair of square orange tubs, with gros bleu borders, the front panels painted with "Le Panier Mystérieux" and "La Leçon de Musique," after Boucher, and with river scenes, cottages and peasant figures round the sides, painted probably by Dodin in 1768, six and three-quarters inches high by five inches square, sold for \$25,500. A pair of commode-shaped jardinières, with figures probably painted by Marin, of date of 1760, five inches high and nine and one-fourth inches wide, fetched \$10,000. Numbers Thirty-seven and Thirty-eight on the catalogue were sold together and brought \$47,250. The former is a vase and cover seventeen and one-half inches high, painted probably by Ledoux. Number Thirty-eight is a pair of tulip-shaped vases, twelve and three-fourths inches high, with figures probably painted by Ledoux in 1759. Duveen was the purchaser. The only four other specimens extant belong to Windsor Castle, J. P. Morgan, the Wallace collection and Alphonse Rothschild. A cabaret with bleu de roi ground, with pieces painted after Boucher, went for \$15,000.

A pair of éventail jardinières, painted with cupids, doves and military trophies, and dated 1757, eight and one-half inches high and eleven and one-quarter inches wide, sold for \$21,000. A seau, with rose pompadour ground, painted with landscapes and a shooting party, in two large panels, painted probably by Gomery in 1758, fetched \$7,500. A pair of tulip shaped vases, with gros bleu ground, each painted with a battle scene, after Wouverman, 1762, brought \$17,000. Numbers Forty-five and Forty-six, a vase and cover and a pair of vases and covers, the former painted by Dodin in 1779 and the latter by the same artist and Le Guay in the same year, sold for \$45,000. A pair of



Chinese vase, dark blue decoration, Ming Dynasty. See article on pages 9-12

vases, nine and one-half inches high, modelled by Duplessis, dated 1753, went for \$8,500. A vase and cover, painted by Morin, the gilding by Prévost, dated 1780, sold for \$11,250. A cavaret with jonquil ground, painted with bird's trophies, a fountain, flowers and arabesques, in colors, by Leve Père in 1786, sold for \$5,000. A pair of Louis XVI, vases of gros bleu Sèvres porcelain, nineteen inches high, sold for \$7,000.

Number Fifty-seven on the catalogue was a Biberon, carved of rock crystal, mounted with enamelled gold, middle of sixteenth century, twelve and three-quarter inches high and sixteen and one-quarter inches long. It is considered the work of Daniel Mignot, of Augsburg. At a sale in 1905 it was bought by Charles Wertheimer for \$81,375. Wertheimer sold it to Baron Schroeder. He repurchased it for \$50,000. The day's sale netted a total of \$339,415. A comparison with previous prices shows that Number Thirty-three on the catalogue, a cabaret with bleu de Roi ground, which fetched \$15,000, was sold in 1886 for \$5,250. The pair of orange tubs, which fetched \$25,500, were sold in 1895 for \$9,975. The commode-shaped jardinières, which brought \$10,000, went for \$3,725 in 1893. Number Thirty-seven, one of the combination with Number Thirty-eight, which fetched \$47,250, was purchased for \$13,910 in 1886. The éventail jardinières which sold for \$21,000, were sold for \$7,140 at a sale 1886. The tulip-shaped vases, which fetched \$17,000, were auctioned off for \$4,830 in 1886, and Number Forty-five, the first of the two vases which brought \$47,250, was sold in 1895 for \$26,250.

POTTERY AND GLASS

WITH WHICH IS COMBINED

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No. 1.

Pottery Tariff

THE administration at Washington is again getting uneasy about the tariff on imported pottery and china. The revision downward agitation so studiously advocated by congressional insurgents and mugwumps has within the last ten months of the current fiscal year, according to statistics, reduced exports of domestic products approximately \$16,000,000 a month in comparison with the same period two years ago, while the imports during the same time have advanced \$30,000,000. Thus in ten months the imports were \$300,000,000 greater and the exports \$160,000,000 less than two years ago or an aggregate loss to the United States of \$460,000,000. In imports and exports this country makes a poorer showing than any of the large nations and this is due entirely to the new tariff which admits foreign imports in tremendous and unnecessary volume.

In view of the generally bad effect tariff tampering has had upon the commerce of the country, the pottery manufacturers of the United States are naturally alarmed at the prospects further reductions in the schedule present. Before the Payne tariff law was passed the manufacturers had their inning at Washington, and through the efforts of the congressmen and senators, representing the various pottery districts of the country, succeeded in persuading the authorities to let the old schedule alone, and, consequently, they have not been affected as other industries have. In support of this it is only necessary to consider the pottery imports for April of this year, amounting to \$766,109, as opposed to the corresponding month in 1909, when the total importations were valued at \$796,-

036 or \$29,927 more. This, however, is but a small triumph for the domestic potteries, and is materially offset by the china and pottery importations into the United States during the ten months ending April 30th last, which amounted to \$9,223,809, representing an increase of \$1,207,668 over the imports for the same period a year earlier.

During the past month the Senate Committee probing the high cost of living learned from two representatives of Trenton interests that pottery prices, instead of being advanced by the manufacturers, are lower than they have been for some time, because of keen home competition, and that any further price reductions to meet the big foreign invasion, that would naturally follow tariff concessions, would destroy the industry. When it is considered that domestic manufacturers in 1908 produced only \$14,000,000 worth of ware it requires no stretch of the imagination to foresee the disastrous effects of any downward tariff revision. The manufacturers are thoroughly alive to the perils that beset them and should instruct their congressional and senatorial representatives at Washington to proceed cautiously if it is observed that the administration seriously contemplate a cut in the schedule.

Credit

CARELESS credit methods were the subject of much discussion at a recent meeting of credit men in New Orleans. The opinion prevailed among them that the practice of granting credit without a satisfactory investigation of the reliability of the firm or individual seeking it had attained threatening proportions, and asserted itself particularly when prosperity was on the increase; the deduction being that there is then a relaxation of the usual commercial vigilance. It is true that plenty of business in some quarters engenders a form of credit giving recklessness that looks like charity when the people to whom it is extended are inquired into. The personalities and affairs of many of them are such as not to warrant any great consideration on this score, and yet they get practically all the credit they want, or enough, at least, to operate on a fairly pretentious scale.

There are individuals in commercial as well as in domestic life not satisfied with a showing commensurate with their earnings, but anxious for display. It is a kind of ostentation leading to credit quests that might well be suppressed by the firms addressed if they took the trouble to investigate and were not too easily impressed by a purely superficial showing. A commercial rating is not always a true index of responsibility. Commercial agencies, credit associations, boards of trade and other institutions taxing themselves with the dissemination of ratings are of use to their subscribers only when the reports they make are accurate.

Falsified statements have been known to escape the lynx eye of the credit reporter, and credit obtained on a bogus representation of resources. This is larceny and a form of crime for which penalties have not often been imposed, an immunity which has given an

element of insecurity to credit transactions. In practice false representation by dishonest dealers have been strangely common. Some of the most spectacular failures of the year have been among houses of big credit capacity and supposed stability, and the wonder among creditors only developed with the announcement of the crash and the realization that it entailed a loss utterly beyond any credit the house would have received had its true financial and administrative status been thoroughly understood.

Loose credit methods are a menace generally. Credit obtained without the proper qualifications stimulates in the careless or criminal merchant a sense of ease and security that may lead him to ask for and get more than either his capital, collateral, character or capacity entitle him to. It is of importance to the business world that this recklessness be suppressed and that the practice of obtaining credit on false statements be removed from the category of purely technical offenses, in which it has too long been tacitly included. If it were generally appreciated that credit obtained in this manner constituted a criminal offense likely to result in conviction and imprisonment there would be a noticeable reduction in the number of questionable bankruptcies engaging the attention of the courts. The merchants of the country owe it to themselves to thoroughly protect the interests of all concerned by exacting unequivocal statements and exercising due caution before extending credit, and placing themselves on record with the knowledge that credit obtained by any other than legitimate means will not be tolerated with the apathy of hertofore. A little caution and a few more convictions such as have already been obtained in the courts will have a decidedly good effect in curtailing credit evils.

The Porcelaine de Saxe

THE good people of Meissen, in Saxony, have been celebrating the bicentenary of the establishment of their porcelain manufactory in the old Albrechtsburg that looks down on the town. Meissen has not had a fair deal from fame. In the Middle Ages it was a bulwark against the Wends and Slavs on the borders of the Holy Roman Empire, and it was the power derived from the necessity of fighting in the Mark Meissen that gave importance to the petty princes who dubbed themselves Electors of Saxony. When, in later times, Meissen produced a famous article of commerce this became known to the rest of the world as *porcelaine de Saxe* or Dresden china.

The celebration recalls the grotesque side of the eighteenth century when the little despots of Germany were striving to ape the Grand Monarque at Versailles with its adventurers, ambitious courtiers and pompous princes. The Berlin apothecary, Bottger, fleeing for his life from Prussia because he dabbled in alchemy and forbidden arts, fooling the avaricious Saxon nobles with his pretended experiments, stumbling on beds of clay out of which china was to be made, and discovering the material for the white ware in his hair powder is a figure as complete, on a smaller scale, as

the unscrupulous Sicilian adventurer, Cagliostro.

The monarch who made use of his discovery and put him in charge of the new factory in Meissen was Augustus II, Elector of Saxony and King of Poland, an imperial and doughty foe of race suicide, reputed to have left 350 children, among them Maurice de Saxe, who, with the Irish Brigade, defeated the British at Fontenoy and gave George Sand to France. Carlyle has painted that same Augustus, who tried to expand his little Saxony by swallowing the whole of Poland before Prussia, Austria and Russia divided the prey among them, who tried to beautify his city of Dresden, and who spent his own and his subjects' money lavishly and sought any means of replenishing his pockets.

A hard time he had to retain the secret process of making porcelain which Boettger had sold to him, for that worthy tried over and over again to escape and sell the secret to others. Meissen did not keep it long, for after a while Frederick II of Prussia came along and pilfered that and other Saxon possessions that appealed to him, including some territory. The factory, however, preserved its skilled workmen and continued to excel in the ware that was peculiar to it. Berlin never came near Dresden in quality; and the style persisted, the pretty, dainty rococo figures, emblematic of the refined artificiality of the century, the days of Louis XV, rather than the coarseness and vigor of the redoubtable and fat Elector, Augustus II.

Advertising Does Not Jerk; It Pulls

"If there is one business on earth that a quitter should leave severely alone it is advertising," says John Wanamaker. "To make a success of advertising one must be prepared to stick to it like a barnacle on a boat bottom. He should know, before he begins it, that he must spend money—considerable of it. Somebody should tell him also that he cannot hope to reap results commensurate with his expenditure early in the game. Advertising doesn't jerk: it pulls. It begins very gently at first, but the pull is steady. It increases day by day, and year by year, until it exerts an irresistible power. It is likened to a team pulling a heavy load. A thousand spasmodic, jerky pulls will not budge the load; while one-half the power exerted in steady effort will start and keep it moving. There are three ways to make advertising pay, and these are the only ways. There are no others. First is to keep at it; second, is to keep at it; third, is to keep at it.

Warning

COMPLAINT has been made to us that two photographers are canvassing the New York City china and glass wholesale district as representatives of Pottery and Glass. Their scheme is to photograph showroom interiors ostensibly for publication in this paper. The photographs are later submitted and orders for additional prints are solicited. The fraud has been worked profitably. Pottery and Glass has not given authority to anyone to proceed in the manner outlined and warns the trade to that effect.

RETAIL TRADE NOTES

THE May Department Stores Company, of New York, recently incorporated at Albany, N. Y., contemplates the control of the various May Company stores in different cities, east and west. Heretofore they have all been associated in a business way, but each has been controlled by a separate corporation. According to the legal representatives of the company in New York, several additional stores in Cleveland, Denver and St. Louis, have already been acquired and negotiations are under way for the acquisition of other concerns in adjacent territory. Application to list the shares of the corporation on the New York stock exchange has already been made. It is intimated in New York that the company is only the nucleus of a much larger corporation which will ultimately control department stores in every large city between Pittsburg and Salt Lake City.

Negotiations are practically completed for the purchase of a block front in Fifth avenue, adjacent to the new library at Forty-second street, New York, on which one of the largest department stores in the city is to be erected. The syndicate which is acquiring the property represents a department store company which at present has its headquarters in Chicago. The site will cost nearly \$1,000,000, and the store that is to be built on it will cost about the same sum. The plot has a Fifth avenue frontage of about 200 feet and a depth of 100 feet. Preliminary contracts have been signed and tentative plans for the structure prepared.

A. J. Jarrell, proprietor of the Mississippi store, Temple, Texas, announces his intention of erecting the largest department store between Dallas and Houston. He has purchased six separate parcels of ground in Temple, four of which are contiguous. The property comprises the Riley two-story brick building on Main street, opposite the site of the Federal building, and the two-story business block known as the Campbell-White block, adjoining on the south, the whole having a frontage of 150 feet on Main street. In addition, Dr. A. C. Scott sold an irregularly-shaped business lot fronting fifty-five feet on Center avenue, near Main street, and forty feet on Second street, the same surrounding the Masonic Temple. Mr. Jarrell purchased of James Rudd four business lots in Avenue A with a frontage of 110 feet, facing the Central Hotel and city fire station. Another important purchase by Mr. Jarrell was the two-story brick business block owned by W. Goodrich Jones and leased to the Temple State Bank. The amounts paid for each parcel were not given out, but the aggregate reaches \$150,000. The vacant property will all be improved at an early date.

It is reported that the opening at Three Oaks, Mich., of a two-story department store, with a \$40,000 stock of goods, by Charles K. Warren & Co., threatens not a

few of the merchants of the town with ruin, and at the same time completes the industrial and commercial supremacy of the Warrens in that locality. The Warren Featherbone company employs 400 hands in this town, owns the opera house, the newspaper, the bank, lumber yard and other interests, to say nothing of numerous fine farms on the outskirts of the town, and the question naturally arises, why have they erected a store building which would be a credit to a town of 50,000 population, and entered the retail business, which was already overdone?

What is planned to be the finest department store in the Territory of Arizona is now an assured fact. Ground was recently broken for the new home of the New York Store, at the corner of First and Washington streets, Phoenix, Ariz. Charles Korrick, proprietor of the New York Store, completed plans for a three-story and basement structure, to be built of reinforced concrete and to cost about \$75,000. It will cover a space of 60 by 137 feet, and a commodious roof garden will give a total of 40,000 square feet of floor space.

That the two-story brick structure separating the buildings of the C. Shenkberg Company and Davidson Bros. Company, on Pierce street, Sioux City, Iowa, will, in the near future, either be joined to the Davidson department store or give place to a new annex to that establishment, is indicated by the fact Mr. Davidson has refused an offer for a long-term lease of the property from an out-of-town business man. Mr. Davidson purchased it a year ago from the Shenkberg Company for \$35,000.

Harney Keefer, of Stirling, Ill., has bought a half interest in the Daniels department store there with A. K. Frandsen, who has conducted the store for the past two years. The new firm will do a bit of branching out and add several new departments to the enterprise at once. It is one of the largest stores in the city and was originally established by the late T. W. Daniels about thirty years ago.

F. W. Woolworth & Co. have leased, through Leopold Weil, from the corporation of Trinity Church the eight-story and basement, fireproof building at Hudson and Vandam streets, New York City. F. W. Woolworth & Co., who own and operate 253 five and ten-cent stores in the United States and five in England, will use this building to store reserve stock.

The Leader Department Store, of Clarksburg, W. Va., was placed in the hands of Attorney Charles B. Johnson as receiver recently. The receivership was made upon application of Louis Lipsitz, a former member of the firm, who avers that he owned one-third of the stock, the total of which is over \$30,000.

Royal W. Irwin, an attorney, has purchased five lots

fronting 110 feet on Sixty-third street and 130 feet on Langley avenue, Chicago, Ill., for \$19,000, and will proceed to improve them immediately. It is probable that a three-story building, to be used as a department store, will be erected, if negotiations, which are under way, are successful, otherwise one-story stores will be built.

D. M. Boatsman, of Sterling, Neb., is having the building repaired which he recently purchased from Col. L. Roberts. Charles Scott has rented this building, and as soon as his new stock of goods arrives will open a racket store. Arrangements are being made for the stock.

Contracts have been awarded for a \$500,000 improvement in the building of the Fair department store, of Chicago. The improvement consists of a one-story sub-basement along the entire Dearborn street half of the Fair building.

D. M. Clark & Co., of Brainerd, Minn., have purchased the business of Frank J. Murphy, handling among other lines crockery and glassware.

Koeker, Anderson & Jepp, of Eugene, Oregon, have purchased the interest of Fred Bean in the Berger-Bean Hardware Company. The business will be continued under the same name, handling among other lines crockery and glassware.

A. L. Guthrie, of Strattonville, Pa., has purchased the business of L. C. Basin, handling among other lines crockery and glassware.

The firm of Hartwig & Lehmann, of Cedarburg, Wis., has been dissolved, C. W. Lehmann & Brother succeeding, carrying, among other lines, crockery and glassware.

L. V. Ford, of Guthrie, Okla., has purchased the business of Day Brothers, which he will continue under the style of the Spot Cash Hardware Company, handling, among other lines, crockery and glassware.

W. H. Baker, of Ravenna, Ohio, has purchased the store of C. D. McClintock. Among the lines handled are crockery and glassware.

W. H. Parker, of Anderson, Mo., has engaged in business under the style of the Parker Hardware Company, handling among other things crockery and glassware, agricultural implements, roofing materials, sporting goods and vehicles.

Scott & Thomas, of Superior, Wis., have opened their new hardware store. Among the lines handled are crockery and glassware.

Harry Burks, of Hallsville, Mo., has opened a store, handling among other things crockery and glassware.

Gene Dickens, of Mena, Ark., has purchased the interest of H. C. Milham in the business of Milham & Copeland, which will be continued under the style of Copeland & Dickens. Among the lines handled are crockery and glassware.

E. C. McWilliams, of Binger, Okla., has established himself in business under the style of the E. C. Mc-

Williams Department Store, handling among other lines crockery and glassware.

Ephriam Buroker, of Rosewood, Ohio, has opened a store, handling among other things crockery and glassware.

O. B. Morey, of Arickaree, Colo., has established himself in business, handling among other lines crockery and glassware.

W. G. Giles, of Bound Brook, N. J., has opened a new store, handling among other lines crockery and glassware.

Incorporations

THE Auerbach Company, of Salt Lake, Utah, was recently incorporated with a capital stock of \$1,000,000 and the holdings of F. Auerbach & Bro., consisting of the present Auerbach store, stock and real estate, together with a fifty-year lease on the Hall's Hotel site. The latter are taken over at a valuation of \$525,000 in stock of the new company. Of this stock subscribed, S. H. Auerbach holds 3,750 shares, valued at \$100 each, and H. S. Auerbach, George S. Auerbach, H. J. Wallace, M. J. Friedman, William Graupe and Albert Graupe 250 shares each. In capitalizing the company, the incorporators divide it into \$700,000 common stock and \$300,000 preferred stock; the preferred stock to bear cumulative dividends at seven per cent. All of the preferred stock and 1,750 shares of the common stock are under the control of the board of directors, who have power to sell it for the best interest of the corporation. The stockholders named above constitute the board of directors of the company. S. H. Auerbach is president; H. S. Auerbach, first vice-president; M. J. Friedman, second vice-president; George S. Auerbach, manager; H. J. Wallace, treasurer, and Albert Graupe, secretary.

The Wilcox Glass Bottle Co., of Wilcox, Pa., has been incorporated with a capital stock of \$32,000. L. S. Hinkle is treasurer of the company, while the board of directors are as follows: J. H. Wells, L. S. Hinkle, W. H. Devereaux, all of Wilcox; C. H. Smith, Frank Dickinson, C. A. Gibson and C. Y. Canby, all of Sheffield, Pa. This company is at the present time erecting a bottle factory at Wilcox.

The National Art Bent Glass Co., was recently incorporated in New York City, to manufacture glass shades, domes, chandeliers, etc.; capital, \$8,400. Incorporators: Guiseppe Raccuia, Rosario Lacascio.

Application to the secretary of state was recently made by the Olson Cut Glass Company, of Minneapolis, Minn., for articles of incorporation for a cut glass factory. The capital is \$50,000. The incorporators, all of Minneapolis, are: Arthur R. Olson, John Nelson, Walter A. Kimball, Albin Carlson and C. C. Crouch.

The C. K. Lawson Hardware Company, of Hastings, Neb., has been incorporated with a capital of \$25,000 to do a wholesale and retail business. Among the lines handled are crockery and glassware.

The Texas Pottery Company, of Fort Worth, was recently incorporated with a capital stock of \$20,000; the incorporators are W. M. Mozier, J. F. Marberry and John Scharbauer.

The May Department Stores Company was recently incorporated to conduct department and dry-goods stores, etc.; capital, \$20,000,000. Incorporators: Martin Vogel, Edwin C. Vogel, Phillip J. Dunn.

The Knickerbocker Brass Goods Company, New York, has been incorporated to manufacture and deal in brass goods, etc.; capital, \$50,000. Incorporators: E. J. Forhan, J. J. Harper, G. F. Martin, all of New York City.

Noble & Lyon Hardware Company, of Hinckley, Minn., has been incorporated with a capital of \$10,000. The incorporators are W. H. Noble, H. B. Lyon, J. J. Folsom and A. F. Fuchs. Among the lines handled are crockery and glassware.

W. T. Farr Company, of Dalhart, Texas, has been incorporated with a capital of \$12,500 to do a retail business. The incorporators are W. T. Farr, W. B. McKinney and L. C. Elliott. Among the lines carried are crockery and glassware.

The Howard Glass Works, of New York City, was recently incorporated with a capital stock of \$6,000; the incorporators are Sydney H. Blower and Leon G. Blower.

Reduced Freight Rates to Stand

THE United States Supreme Court recently decided that the reduced rates from Atlantic seaboard points to the Missouri River, fixed by the Interstate Commerce Commission in 1908, but suspended by injunction of the United States Circuit Court, should be enforced. The proceeding for reduction of rates was originally brought by wholesale merchants in Kansas City and St. Joseph, against the class rates charged on through freight shipped from the Atlantic seaboard, on the ground that the rates were unreasonably high and unjustly discriminatory. The Commission after a full hearing issued an order reducing the through class rates on that part of the haul between the Mississippi and Missouri rivers as follows:

	From	To
First Class.....	60 cents	51 cents
Second Class.....	45 cents	38 cents
Third Class.....	35 cents	30 cents
Fourth Class.....	27 cents	23 cents
Fifth Class.....	22 cents	19 cents

The defendant railroads then filed a bill of complaint in the United States Circuit Court against the Commission alleging that the order of the Commission was beyond its powers and further that it reduced the rates in question so that they were unreasonably low and unduly and unjustly discriminatory. The contention of the railroads was upheld by the Circuit Court, and the enforcement of the Commission's order was enjoined. An appeal was taken to the

United States Supreme Court whose decision cited before has sustained the order of the Commission and made the reduction effective. In the proceedings before the Supreme Court numerous Eastern organizations united and obtained permission to intervene. Those so intervening were:

Boston Chamber of Commerce, Merchants' Association of New York, Chamber of Commerce of the State of New York, Philadelphia Chamber of Commerce, Richmond Chamber of Commerce, New Haven Chamber of Commerce, Somerville (Mass.) Board of Trade, Springfield (Mass.) Board of Trade, Marlboro (Mass.) Board of Trade, Worcester (Mass.) Board of Trade, Worcester Branch National Metal Trades Association, Hampden Co. (Mass.) Traffic Association, Westerly (R. I.) Board of Trade, Haverhill (Mass.) Board of Trade, Rochester (N. H.) Board of Trade, Providence (R. I.) Board of Trade, Bellows Falls (Vt.) Board of Trade.

The gist of the complaint was two-fold:

First.—That the rates being excessive gave an undue advantage to Western manufacturers and tended to exclude Eastern manufacturers from the territory affected.

Second.—That rates being equal from all seaboard points to Mississippi River points, St. Louis jobbers (for example) buying from Eastern manufacturers paid but the single through rate, while eastern jobbers, buying from the same manufacturers, paid the through rate plus the local rate from the factory to the jobbing center. This, of course, gave western jobbers an important advantage, although the service rendered by the railroads in each case was practically identical.

In effect the Eastern jobbers were charged for breaking bulk while the Western jobbers were not. The new schedule removes this inequality, as it reduces the through rate from seaboard points to points between the Mississippi and Missouri rivers, but leaves local rates west of the Mississippi untouched. Thus Mississippi River jobbing points now pay a local rate in addition to the through rate, which deprives them of their former advantage and reduces them to a substantial equality with Eastern jobbing points. Unusual importance attaches to this case for the reason that it involved the question of the discriminatory effect of through rates against intermediate localities compelled to pay the higher local rates. In fact the whole system of lesser joint through rates, upon which the wide distribution of commodities from any given point of production depends, was at issue. The same principle is involved as in the long-and-short-haul question which is now being so bitterly contested in Congress.

Glass Manufacturers to Meet.

The regular annual meeting of the American Association of Flint, and Lime Glass Manufacturers will be held in Heinz's Pier, Atlantic City, N. J., beginning Monday, July 18th. A full report of the proceedings will appear in the August issue of Pottery and Glass.



ART BRASS WARE DEMAND GOOD

Reorders for Better Class of Goods denote a Slump in the Inferior Grades. Outlook Promising

THE sale of art brass goods during the preceding month was quite satisfactory to the manufacturers and retailers, although there was a noticeable falling off in the demand for low grade ware. A manufacturer of prominence stated that this should be attributed to the ever-increasing desire on the part of the general public to get away from the low-priced goods of relatively poor quality and workmanship with which the market has been flooded for the last five years. This overproduction of inferior stuff and the corresponding and growing absence of a paying demand for it has already curtailed its manufacture and much of it once on the market has been retired at a sacrifice.

The best evidence of the advance in the call for high-grade ware is to be observed in the duplicate orders for goods. Eighty per cent. of the reorders booked are for the better class of merchandise. One maker, some time ago, pessimistically expressed himself as determined to abolish that department of his business devoted to the production of art brass. He said that the cheaper qualities enjoyed such popularity that he refused to attempt any unprofitable competition, and sacrifice, as he would have to, the quality of his products. Before, however, he had time to put his purpose into execution a decided call set in for articles of merit. This demand was as unaccountable as it was unexpected, and is explained by those in a position to know best only on the theory that a surfeit of what is picturesquely referred to as "junk" had cloyed the public appetite.

While the manufacturers of the better goods are unsparing in their poor opinions of the cheaper grades there is no denying that a big part of the latter were very creditable productions and sold at prices that placed them in the way of many who avoided the higher-priced articles, because of the price. Much of this cheap stuff was attractive enough to invite purchase at the hands of people who viewed it casually and with no preconceived intention of buying. Intrinsically it left much to be desired, but for show purposes it answered very well.

A lot of this stuff was spun up and then tapped over the surface to give it a hand-hammered appearance.

Being a machine-made product it naturally cost less and sold for less than the genuine hand-wrought affairs. The difference in the two articles, however, while easily apparent, was not pronounced enough to tempt the purchase of the high-priced, hand-wrought pieces, as people were not concerned about such niceties so long as the item looked good.

While the demand is on the wane the indications are that the cheaper product will still sell in volume enough to continue its manufacture on a reasonably good scale. Just now what the manufacturers of superior art brass goods find particularly satisfying is the increasing call for this type of ware. It is accepted as an indication of an approaching big business along this line and unusual efforts are under way to meet the anticipated rush of orders. The artistic conceptions of these manufacturers have had a lot to do with re-establishing their wares in public favor. They have been unremitting in their efforts to produce new shapes, decorations and finishes, and the results are commendable.

In repousse work some really striking things are to be seen. A novel treatment is a fire-wood box, brass bound, with black iron panels on which are imposed satin-finished brass repousse decorations. There are also hand-wrought, hammered flower vases, revolving book stands of various sizes and shapes that sell at remarkably low prices. A particularly pleasing item in the line of one manufacturer is an indestructible, lacquered, fire-bronze finish which is applied to a variety of bodies with pleasing effect. All told, the offerings for the approaching season justify the expectations of big business. The accompanying illustrations are from the line of George C. Lynch, of New York City.

The fourth porcelain pottery in Sweden will be shortly erected at Lipkoping. The factory will be ready for occupation by the first of 1911. It will have four kilns and employ 200 men. The Rorstands pottery is the oldest of the potteries in Sweden, and was erected in 1726. The value of the porcelain manufactured in Sweden amounted to four and one-half million kronen (\$1,215,000 American) last year.

Recent Fires

FIRE broke out at noon recently in the five-story building at 36 Warren Street, New York City, occupied by H. Rosenstein, a wholesale dealer in toys, dolls, fancy goods, etc., which completely gutted the structure. The twenty-eight employees escaped. Business was suspended on the street for three hours, and there was great danger for a time of the conflagration spreading to the nearby buildings. The Rosenstein concern immediately secured temporary quarters at 35 Warren Street.

The Dietz Pottery, of Trenton, N. J., was badly damaged by fire, when an overheated boiler ignited woodwork in the basement. The blaze occurred at night and it had gained good headway when discovered. The plant will have to be practically reconstructed. Thomas Dietz, of Deutzville, is the owner of the pottery.

The large stock of the Stoughton department store, of Madison, Wis., was damaged to the extent of \$25,000 when fire was discovered in the southwest corner of the building recently. The flames, which it is thought, originated from defective electric wiring, were checked after a desperate fight and the building was not greatly damaged. The loss is covered by insurance.

Fire recently destroyed the stock house of the Phoenix Glass Company at Monaca, Pa., entailing a loss of about \$20,000. The burned building was a three-story frame structure, containing much ware ready for shipment. A week prior the company received and stored twelve car loads of hay to be used for packing. This was also burned. It is not known how the fire originated.

The main building of the John P. Wall department store, of Libby, Mont., containing the drygoods and clothing departments, was burned to the ground recently. The fire also destroyed the adjoining building owned by William Kienitz.

Holcomb's China Store at Towanda, Pa., was considerably damaged by a fire in the basement recently. The prompt and effective work of the fire department prevented the blaze from spreading to the main store room.

Fire recently damaged, to the extent of \$75,000, the building of the Brinsmaid China Company, of Des Moines, Ia. The cause of the fire is unknown, but it is thought that defective insulation caused it.

Fire, caused by an explosion of gas, totally destroyed the building and contents of the big department store at Flint, Ind., recently. The loss is estimated at \$5,000.

The plant of the Obear-Nestor Glass Company, at St. Louis, Mo., was damaged by fire a couple of weeks ago to the extent of about \$10,000.

Fire recently destroyed the Johnson department store of Boone, Ia. The loss is estimated at \$12,000.

Glass and China from China

In Southern China the manufacture of earthenware is carried on extensively in the Chaochowfu prefecture, the finer grades being produced in the Changlok and Kopi districts, and the coarser grades at Fungchi. The finer grades find their way to Bangkok, Singapore and the Straits Settlements, while the cheaper grades are used locally. At Fungchi about seven out of every ten persons are engaged in the pottery industry, and the principal products are incense burners, canisters, tea-pots, pitchers, and vessels of various shapes. In the Changlok and Kopi districts, centre bowls, plates, spoons, drinking cups, rice bowls and the like are manufactured. The ware produced at Fungchi is made of clay found in the fields in that district, while for the higher grade of goods, kaolin, or "white earth," large quantities of which are obtained from a hill about a mile distant from Chaochowfu, is used.

The common spherical vessels are shaped on a primitive potter's wheel, consisting of a pivot planted on the ground and a wheel revolving around it in a horizontal position. In the manufacture of images, toys, and the like, moulds are used. The ware, after being thrown on the wheel or pressed in the moulds, is exposed to the heat of the sun, and when dry the articles are dipped into, or smeared with a liquid glaze. They are then baked in a half underground kiln, twenty-five to thirty feet long, and from five to six feet wide, constructed of earth and brick, for about twenty-four hours. Pine wood is used for fuel. The lower grade of goods receive no decoration, although different colors of glaze are used. The higher class of ware is embellished with various designs and the mark of the manufacturer, and then baked in a kiln for about eight hours.

Declining Exports of Bohemian Glassware

Last year saw a falling off in the export of Bohemian glass goods. The rise in the cost of raw materials and the increase in railway freight rates made it impossible to keep Austrian competition out of the Bohemian export areas and these latter were also cut into badly by the Belgian and German manufacturers. In addition to this the United States bought less crystal than usual from Bohemia. The English demand, as far as mounted glass is concerned, remained stationary, and with regard to table services the strong competition of Norway and Sweden took away a lot of the business usually done with England. The mineral water bottle manufacturers did not do so much business, and there was a considerable diminution in the output of tumblers, but the stocks of these on hand are very large. There was a good demand for looking glass. Gablonz did very good business. The crisis was so acute at Haida-Steinschonau that the government took steps to prevent the ever-increasing emigration of the best workers. The Balkans, which used to be a very good market for the Bohemian glass industry, are no longer a good customer, because of the bad feeling created by political troubles.



Interior view of the Mossel Delft establishment

A CURIOUS DELFT WARE SHOP

Diminutive Headquarters of a Big and Important Art Ceramic Industry

IN New York City there is a little shop, devoted to Dutch ceramics, that is hardly more than five feet wide and calls itself in Dutch what we should call a hallway. It would scarcely be noticed except by pedestrians. Yet one can step from the New York pavement into an interior as delightful as one by Jan Van Eyck or Vermeer, of Delft, by pressing the latch of the narrow door. Delft is the popular name for all Dutch pottery, because in the early days practically all the factories in Holland moved to the one town of Delft, in order that the one letter of patent might suffice for all. This example of Dutch thrift dates back to 1661. The one exception, we are told, was the factory in the town of Makkum, in Friesland. That factory, owned by the Tichelaar family, stayed where it was. It has stayed there ever since, and has descended from father to son, the present firm name being Gebrs. (Brothers) Tichelaar. Their letter of patent was granted by Philip II of Spain when the Netherlands were one of the Spanish provinces. As proof of this, one is promptly shown a piece of Makkum ware, admittedly built up and smoothed down, but quaint enough, in its clumsy vase shape, to date back to the sixteenth century. It bears no trade-mark, because it is explained, when all the other factories were distinguished by having trade-marks the Makkum factory was distinguished by not having one. The decoration is a vignette of the Madonna and

child. It is a museum piece, and under no circumstances for sale; for the shop is the American depot for this Makkum ware, and the clumsy little vase is regarded as the modern letter of patent.

As a concession to modern methods, a trade-mark has been adopted for the past few hundred years. T. T. (Tichelaar and Tichelaar) is found scratched on the backs of tiles and the bottoms of bowls. But on the whole, Makkum believes in "the constant service of the antique world." It still digs the five miles of soil granted by King Philip, where the sea deposits clay with a due proportion of silica. The second stratum is used for pottery, and is spread out on four acres, reserved for the purpose, to mature for a year before it is used. There is a picture of a modern workman showing him seated on the same shaped bench, tilted forward, in order that his weight may come on the treadle of the potter's wheel, that his remotest ancestors knew. The wheel is on a low table, convenient to the potter's thumb. Makkum in Friesland is indeed conservative. It puts no faith in the American system of doing work for nothing, on the chance of a thousand dollar job. An instance of this was a certain Cincinnati kitchen, to be finished throughout in specially designed white tiles, inset with colored panels at intervals representing various scenes. The architect's plans of the kitchen were in the Makkum factory, and the Makkum draughtsmen were plotting out

different schemes of decoration. Of these, all but one set were discarded. But the stipulation was made that for each completed drawing at least six dollars was to be paid.

For advertising, also, the Makkum factory has no use. There have been no notices of the little shop's uprising, and there probably would be none of its down-sitting. "How do they expect people in New York even to know about you?" the proprietor was asked. "By seeing us," was the reply. When asked if the noise and bustle of the city did not disturb him he added that it was quiet in his shop. Tourists know that the crockery in every-day use in Holland to-day consists of commonplace specimens made in England and Germany. Only in the earliest days Dutch potteries worked for the peasantry and household purposes. An interesting specimen of this utilitarian epoch is an old peat bowl, a square, fireproof vessel with a handle, for carrying a lump of hot peat to the house from the "fire and water" shops, where half a glowing coal could be purchased for a Dutch half cent, or one-tenth of an American cent. This bowl might have been a portable cook stove, but among the well-to-do was set into a stool with a wood framework and perforated tile top, to serve as a foot warmer. These foot stoves continually appear in portraits of ladies of quality, in paintings of church interiors and in domestic scenes characteristic of the Dutch school. In the "Huwelijtsaauzoek" (court-*ing*), by H. Valkenburg, the prospective mother-in-law rests her feet on a stool containing a peat bowl of the identical pattern displayed in this Dutch shop.

It is astonishing how soon Holland ware turned from the useful to the ornamental. Chinese influence is responsible for much. Tea services were duplicated. Dutch tea-pots grew in elephant shape, the trunk for the spout; tea caddies were elaborate pagodas. Chocolate pots (cocoa being a pet indulgence in Holland) that are china monkeys are made to-day from century-old designs. Less fantastic effects are shown when Dutch potters kept their imaginations at home, and made sledges for flower pots, fishwives' double-lidded baskets for pepper and salt, sabots for children's banks. Then there are models of wind-mills, each distinction between water and grist mills being nicely carried out. There are realistic dogs and cats. There are cows, modeled after famous prize winners at county fairs, the painted flowers on their shoulders and flanks representing the wreaths draped upon the originals. But, after all, tiles are the most delightful, and in the quaint shop is a goodly collection.

Among others on display are reproductions of old paintings, notably a religious series by Rubens. There are secular subjects, done in the manner of old woodcuts, and there are painstaking studies of a canary in a cage. The little shop is so accurate a scrap of Holland that the proprietor, Mr. M. G. Mossel, who is the American, Canadian and Mexican representative of Tichelaar Brothers, declares he is never homesick. Yet there is a wistful enthusiasm when he describes

an island out in the Zuyder Zee. You take a steamboat from Amsterdam to the Hook, and then transfer to a fishing smack. There you will not find exhibition houses, as at Broele, nor costumed girls waiting to be kodaked for a quarter, as in Marken, nor overrun with globe trotters, as at Scheveningen. No, not for all the money in the world would a girl be photographed, unless she took a fancy, even if you were the king himself.

The peace of mind of the little shop is now threatened. All around it on Fourth Avenue, New York's home of antiquity, construction on a gigantic scale is going on, and the diminutive Delft depot must move. It is doubtful if the proprietor would care to remain among such unsympathetic surroundings if he were permitted to. Negotiations are under way for a location in the forties, whither the better class of shops are migrating and where the artistic Delft products may be housed in dignity and viewed by people with a proper appreciation of the "Delftsch Aardwerk."

Mr. Mossel does not seem much concerned by the disturbance of moving as he hasn't much to move and the prestige of his wares will flourish anywhere.

New Process Enameled Ware

Promoters representing the inventor of a new process for making enameled ware were in New York conferring with business men with a view to locating in the Wheeling, W. Va., district one of the largest plants of the kind in the United States. So far as can be ascertained, the proposition is regarded as a very feasible one, as the promoters state that they will ask nothing in the way of bonus or bonds; about fifteen acres of ground being the only requirement. By the new process, what is to all intents and purposes the same thing as the ware imported from Germany, can be duplicated in an American factory paying the American scale of wages and sold at half the prevailing prices, and at a satisfactory profit. It is said that a company with years of experience behind it and an abundance of capital at its command, is about to put this new process ware on the market on an immense scale.

Pittsburg Glass Makers Protest

The action of the traffic officials of the railroads in the Central Division in advancing the tariffs on cut glass from third-class to double first-class has received the official attention of the Glass Association which is composed of manufacturers of cut glass in the Pittsburg, Pa., district. A meeting of committees having this matter in hand was held not long ago and a sub-committee composed of H. McAfee, of the Consolidated Lamp & Glass Company, and E. P. Ebberts, secretary-treasurer of the Phoenix Glass Company, was appointed to take the matter up with the railroad representatives. It is pointed out that a mitre cut blown tumbler now takes the same class as a cut glass candlestick or bowl. Cut lighting goods are also placed in the same class. Cut flutes and bar tumblers are also included.

THE ARRANGEMENT OF CERAMIC COSTS

A Practical Accounting System. Carefully Compiled Figures that Will Help in the Determination of Manufacturing and Selling Expense

By Ellis D. Gates

MANY times have I recalled the statement made in 1899 by our worthy instructor, Professor Edward Orton, Jr., "The ceramic lines are in the same relative position that the steel business occupied twenty years ago," and observed how true this prophecy was proving. But to attain the position in question we must do as the steel men have done; namely, make our products better and cheaper, thereby making them more desirable to the consumer and enlarging the market for them. This we are accomplishing by a better knowledge of ceramics and the growing market for the various clay products. But the accounting has been done in many instances in a haphazard way, which in other lines would have been suicidal.

The changes in business in the last decade have made a reliable cost system a necessity. The various ceramic lines in common with all lines of manufacturing business have been, as it were, between two mill stones—higher wages and higher cost of both raw and finished materials on one side, with lower selling prices on the other, making it imperative that the actual cost of production be known, and making the space between the two sides, which represents cost and profit, smaller each year. Thus if a business is to be run at a profit the cost of production must be lowered. This can only be accomplished by having carefully compiled figures arranged to give the information desired. A firm having no record of costs only knows at the end of its fiscal year that it has made or lost money, but cannot tell where, or how or when.

Figures taken as a whole do not tell much unless properly arranged and compared, and if costs are to be reduced it is necessary that they be so subdivided that the owner, manager or superintendent can tell at a glance which are increasing and which ones are most likely fields for careful, systematic study for the purpose of reduction of costs. Some cost systems fail in that they do not go into detail enough, and therefore do not show the exact point of the leak, which will in all probability be easily stopped once it is located. In arranging the following system the writer has gone into only enough detail to show the cost in each operation or department. His experience since entering actively into the ceramic line has been mostly on the business side, and he has, therefore, given more attention to management than to ceramics proper. He hopes that the system outlined here will be of some aid in lifting the clay working lines to their proper place in business, and in leading to a better understanding of the collection and arrangement of figures and costs.

This system has been in operation the past year with

good results, in a terra cotta plant, but as the basic principles of all lines of business are indential, it can be adapted to almost any manufacturing business. In using this system a unit of measure must be decided upon, on which the cost can be determined. This unit may be cubic foot, ton, dollar value, or a certain number of the article manufactured. Many firms take the production per month of one department and use that as a basis in calculating the cost in other departments. This is obviously wrong, as some other department may produce twice as much in the month as the department selected as a basis. In this system I therefore calculate the cost in each department by using the number of units actually produced in that department, each week or month, and the result is

CHART I.

TOTAL COST	FACTORY COST	DEPARTMENT	MONTH				MONTH			
			Cubic Feet	Cost	Cost per cu. ft.	%	Cu. ft.	Cost	Cost per cu. ft.	%
	PRIME COST	MATERIAL COST								
		Clay.....								
		Plaster								
		Kiln Fuel.....								
		Slips.....								
		Other Supplies...								
		Total Material..								
	LABOR COST	Draughting.....								
		Models & Moulds								
		Modeling.....								
		Clay Mixing.....								
		Pressing.....								
		Cutting.....								
		Drying.....								
		Slipping.....								
		Setting.....								
		Drawing.....								
		Burning.....								
		Fitting.....								
		Shipping.....								
		Direct Labor....								
		Total Labor.....								
	BURDEN COST	Total Prime....								
		Upkeep.....								
		Power—Heat....								
		Rent & Taxes....								
		Insurance.....								
		Depreciation....								
		Indirect Labor..								
		Total Burden...								
		Total Factory...								
SELLING COST		Office.....								
		Salesmen.....								
		Estimates.....								
		Advertising.....								
		Stationery.....								
		Traveling.....								
		Freight.....								
		Indirect Exp....								
		Total Selling....								
		Total Cost.....								

therefore actual and accurate. Chart No. 1 is the form used for the final cost sheet, omitting, of course, the explanatory diagram at the left side of the sheet.

The first division, as you will note, divides the total cost into factory cost and selling cost, which must be considered separately, as each is independent of the other.

Factory Cost. Factory cost is composed of prime cost and burden, which must be kept distinct, as prime represents the necessary expenses of material and labor, while burden covers those which go to make up the "load" or "burden" a business has to carry.

Prime Cost. The divisions of material and labor under prime are easily decided upon, as material covers all clay, coals to kilns (but not for boilers, which should be placed under burden) and supplies of all kinds. The cost of the materials may include labor necessary to place the material in the store house or bunker, or to unload, but it is better practice to consider that under indirect labor, so that these costs may be kept down to the minimum.

Labor. Labor should include all labor in different departments or operations through which the product passes—the more it is subdivided the better one can see where the costs increase or decrease from month to month.

One point requiring special stress is the distribution of direct labor and indirect labor—one being found under labor and one under burden. Most authorities define them about as follows:

Direct labor is all labor which has to do with actually processing the material itself. Indirect labor is labor which does not directly process material and is therefore chargeable to burden, under one or more of its subheads. You will readily see that indirect labor must be given a close and careful scrutiny, as it is a great factor in increased costs. The total of material cost and labor cost makes up prime cost.

Burden. Burden covers upkeep or repairs, power, heat, light, etc., rent and taxes on plant, insurance, depreciation and indirect labor, which last may be subdivided for different kinds of indirect labor. All of these items represent "overhead expenses," "fixed charges" or "gravestones," as they are variously called, and all need to be kept at the lowest possible point. The arrangement permits of their being considered alone, which is of itself a great aid in cost lowering. The total of prime cost and burden shows the factory cost.

Selling Expense. Selling expense is the last, but fully as important as any. It should cover all expenses of the business outside factory expenses, and should be subdivided into enough departments or parts to give the desired information about the selling expenses. For example, office, stationery, printing, salesmen, estimates, advertising, traveling, freight, legal, etc. The total of factory cost and selling cost gives total cost, and fixes the price below which you cannot go without losing money. When a competitor sells goods below your total cost you may be sure that he is either doing business at a loss, or has better methods and lower costs than you have, leaving it for you to investigate and lower your own costs if possible. This will explain Chart I fully, I believe. If the proper

unit is selected, the system carefully followed and adapted to the individual business, and care used to assure reliable records (not estimates) of production, any man may have the exact cost in each part of his business, thereby knowing what he can do and what he cannot do, avoiding loss and keeping the efficiency of his plant and business up to the highest possible point.

The charts number two, three and four are some of those used in compiling the costs in a terra cotta plant. They can easily be worked out for any line of business and arranged so that they will give the daily or weekly report of production in each department. I believe a few words will explain the use of each and show the method followed. The unit selected in this particular case was a cubic foot. Chart II is the distribution sheet. One of these is made up daily and

CHART II.

Distribution Sheet for.....19....

No.	Rate	Hrs.	Total	CLAY MIXING		KILN FUEL		DRAUGHTING		MODELS & MOULDS.	
				Cu.ft.	Cost	Cu.ft.	Cost	Cu.ft.	Cost	Cu.ft.	Cost
1											
2											
3											
4											

SHOWING LEFT END OF SHEET

is a summary of the daily reports and time cards arranged by departments. These are in turn summarized for the month on a similar sheet and the monthly totals transferred to the cost sheet (Chart I), and the cost per unit calculated. After the cost per unit is found the percentage of each unit cost and total cost is calculated, taking the total cost as 100%. This gives an entirely different figure and serves as a check on corresponding departments for different months, as for example, the department of pressing is 5% of the total in April, while it was 6% in March. The per cent. may also be calculated on the basis of the total cost in material, labor or burden, or total factory cost may be used as 100% in all departments under that heading, and total selling cost be used as the basis for all selling cost departments. The figures thus accumulated are easily obtained, and while they show much in one month they become more valuable as they increase in number, and being systematically arranged, they show actual results from which detailed information can be obtained.

By charting these figures as shown on chart V, a manager or superintendent can have daily or weekly information before him, and see at a glance exactly how the business is running. This method of illustrating figures is rapidly growing in use, and once used it is sure to be adopted, as all sorts of informa-

CHART III.

Date.....

[illegible]

No. Hrs. Foreman.

CHART IV.

Kiln No..... Date Set.....
Page No..... Amt. of Kiln Filled.....

[illegible]

Galls....					
-----------	--	--	--	--	--

Total Forwarded.....

Order..				
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Percent of Kiln Filled....

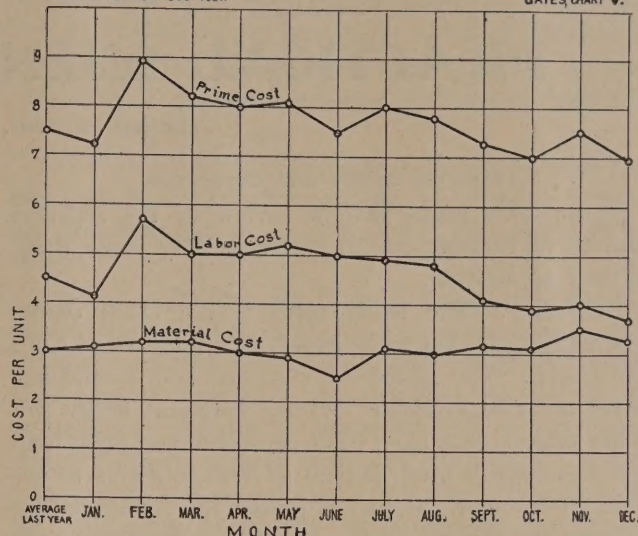
Cost....					
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Hrs. Ford.....

Total Hrs.

TRANS. AM CER SOC. VOL. X

GATES, CHART V.



Editor's Note:—Reproduced at the request of several readers, from "Transactions of the American Ceramic Society," Vol. X.

At a special meeting of the United States Potters' Association, held recently at the Hotel Chalfonte, in Atlantic City, it was decided that prices on domestic goods should no longer be dominated by the buyer and a committee was appointed, headed by H. G. Wintringer, of the Steubenville Pottery Co., to formulate plans whereby the potters will be able to obtain a fair price for their products. This committee is to report to the annual meeting, which it was voted to hold at the Fort Pitt Hotel, in Pittsburg, on Tuesday, October 11, 1910. The other members of this committee are U. S. George, Edwin M. Knowles, T. A. McNicol, Geo. C. Thompson, F. A. Sebring and Chas. Howell Cook.

Another important matter decided was the ratification of the one per cent. cash discount, which has been in effect during the past six months, instead of the two per cent. formerly allowed. The new basis was continued in effect by a unanimous vote. Still another matter was brought up which received the unanimous endorsement of the meeting—the charge of \$1 per ton for packing bulk goods. The kiln capacity of the country's pottery interests was well represented and a unanimity of opinion prevailed that signifies much.

PRACTICAL SCIENCE DEPARTMENT

Edited by Prof. Charles F. Binns

Talks on Colors and Colorants

These talks begin with a review of the separate sources of ceramic colors, referring only incidentally to their application.

COBALT.—The usual form is the black oxide, nominally CoO , but more generally a mixture of CoO and Co_3O_4 . The soluble salts—nitrate, chloride and sulphate are also available, but the resultant under fire is the same in each case. The carbonate and phosphate are occasionally used, but no advantage seems to accrue from either. Cobalt is powerfully influenced by alumina and by zinc oxide. Cobalt aluminate is a pure sky-blue, and is the source of the under-glaze color known as “matt blue.” Zinc oxide is used to produce a similar tint for low fire colors. Cobalt oxide is said to form silicates readily with silica, either free or in combination. This cannot be proved any more than other silicate combinations, so that it is safer to say that cobalt oxide dissolves freely in glasses or similar silicate fusions or semi-fusions. The action exerted by cobalt oxide upon such mixtures is to lower the melting point considerably. Cobalt oxide is therefore often spoken of as a powerful flux. In such solutions the characteristic color is a purplish blue, ranging from a lilac blue to an intense blackish blue, according to the amount of cobalt oxide present. Under certain obscure conditions and in great dilution cobalt will also produce a pink.

The strong tendency of cobalt oxide to enter into solution renders it difficult to produce the sky-blue color of the aluminate as the combination is broken up by the melting glaze, the cobalt being dissolved as a purplish blue and the alumina either rejected or separately dissolved. The blue of cobalt is indestructible by fire, hence, underglaze blue has always been a popular color. A blue slip can be easily made by grinding a percentage of cobalt oxide with the clay, but unless the body be hard-fired the solvent effect of the glaze already referred to will change the hue. Cobalt blue is slightly volatile. It will “set off” from the face of one plate to the back of another. It will also spread easily from fine lines.

COPPER.—The usual form is the black oxide CuO , but for special purposes as, for instance, for the red of reducing fire, the carbonate or the oxalate is used. Copper oxide is a versatile colorant. It enters freely into solution and lowers the melting point of a mix. Under different degrees of oxidation turquoise blue, green, and a vivid red are produced. Being highly volatile it is of no value at high temperatures except in the reduced form. That is, red from copper will stand porcelain heat, blue and green, from the same will be driven off. Thus copper is not used in colored bodies. It is valuable in glazes, being the source

of most green glazes, but is very liable to flash or set off upon neighboring pieces or upon sagger walls. The green hues are developed by lead and boric acid, the turquoise blues by soda and lime. Neither is copper used in underglaze colors, but in some of the cruder enamel colors copper produces transparent greens.

IRON.—Like copper, iron gives different colors under oxidation and reduction. The red oxide, Fe_2O_3 , is a common ingredient in clay and is the source of enamel reds. The black oxide, FeO , does not occur in nature as it is unstable, but it may be developed in a reducing fire, and when taken into solution in a glaze is the source of the delicate Chinese green called “Celadon.” Iron is much used usually in the form of a natural red clay, for the manufacture of colored wares such as Rockingham and jet. The former is glazed with brown, the latter with cobalt blue, the covering of the red body with a blue glaze giving the required jet black. The tint of the oxide is profoundly influenced by the heat of the burning. In the preparation of the oxide, copperas or ferrous sulphate is roasted to expel the water and SO_3 . The color at first is a blood red, but upon rising temperature it darkens to a purplish brown and finally to a chocolate and almost to a black.

Iron oxide enters freely into silicate solutions, but does not maintain its red color. It turns to a pale brown or almost a yellow. Underglaze colors have been made from iron, using it in the form of a rich red clay, but this is only possible under an alkaline glaze. Lead dissolves and destroys it. Iron is most frequently used for underglaze work in the form of the chromate. The underglaze colors known as “claret brown” or “chestnut brown,” are made from the chromate of iron under the influence of zinc oxide. But while iron oxide does not in itself afford fine colors it is indispensable as a modifier or influencer. In mixture with cobalt or copper various intermediate tones may be produced.

MANGANESE.—Used either as the dioxide MnO_2 or the carbonate MnCO_3 . The former is the simpler and cheaper if a calcine be first made, but as the excess atom of oxygen is expelled only at a high temperature there will be resulting blisters if used raw. The carbonate, on the other hand, loses the CO_2 at a low temperature and the resulting MnO is easily taken into solution. Manganese produces in glazes purplish brown, browner with lead, wine purple with alkalis.

In bodies it is most frequently used in the form of umber, a natural earth which imparts to clay a good brown. This color, is, however, very sensitive to heat changes. Manganese occurs in Albany slip and is responsible for some of the color. In underglaze colors

it affords a good brown. It does not appear to be appreciably volatile.

NICKEL.—Used in the form of the green oxide NiO . This is a very versatile colorant, but the hues obtained do not appear to be directly due to known conditions. In a body nickel oxide gives a brownish sage green. The old-fashioned sage slip was made from a buff burning clay with nickel oxide. Nickel oxide is quite refractory. It does not seem to enter into solution at all, but remains suspended. Thus glazes containing nickel are never quite clear. The oxide appears in mossy or clouded spots. Nickel is useful mainly as an influencer. The colors afforded by the oxide alone are indefinite, but in colored glazes, especially matt glazes, it is indispensable. The general effect of the oxide upon other colorants is that of a cool gray, but with iron a rich brown results.

CHROMIUM.—The usual source of chromium is chromic oxide, Cr_2O_3 , but the bichromate of potassium or the chromate of lead is also used. There are two main colors, red or pink under oxidation and green under neutral or reducing conditions. Green bodies are made from chrome, and being almost unaffected by heat, the color is very stable. It will, however, spread through white slips or embossments if used in excess. The color is enriched by bone ash. Most underglaze greens and many overglaze greens are made from chrome, and the addition of cobalt, nickel, iron, or antimony produces pleasing variations. It is also influenced largely by zinc oxides. In this there is a curious contradiction. An underglaze green from chrome needs zinc oxide to develop its brilliance, but if the glaze contains zinc oxide the green color is destroyed. Apparently it is a question of oxidation. The presence of zinc in the glaze enables the oxygen of the air to attack the green, but in the color mass this action cannot take place. Chrome-tin-pink is a well-known product of chrome and this has been more fully discussed in the A. C. S. Transactions than any other color. Antimony with lead produces Naples yellow, which is the source of yellow and orange. It is only available in the glaze or in overglaze colors.

Answers to Correspondents

Question 73.—How can I change an ordinary clear glaze into an opaque or enamel glaze?

Answer.—The best way is to add oxide of tin. The purest grade gives the best white. Use from five to twelve per cent. of the batch of dry glaze, according to the degree of opacity required. Even a small amount of the tin oxide will produce a milky glaze.

Question 74.—Please give me a recipe for stopping biscuit cracks.

Answer.—Select clean broken biscuit of the same body and grind quite fine. A ball mill is best for this because the material should be ground wet in order to be fine enough and will set very hard in the mill when resting. Lawn the slip and dry it out. Take an ounce of gum arabic, soak in cold water for twelve hours and then heat, adding enough water to make a mucilage as thick as maple syrup. Work the ground

biscuit with this mucilage into a rather stiff paste and press it into the cracks with wooden tools. Do not mix up more than can be used in about an hour, as it soon sets hard. It, perhaps, needs scarcely be said that only large and expensive pieces will bear the cost of stopping.

Question 75.—I find the clay as it comes from the pug mill is full of little bubbles or blisters. I have had a reducer put on the pug, but it does not seem to help.

Answer.—The trouble is probably not due to any one of the materials, but rather to the process. Too rapid a motion in the blungers may produce a frothy slip. There may be a fermentation set up in the agitator. If the clay is stored or aged before being pugged, a fermentation may also occur here. It has been known that certain kinds of wood, oak in particular, will make frothy slip or fermented clay. Look over the processes carefully and see if you can locate the cause. We will be glad to hear of the result.

Question 76.—I find that my glaze is apt to craze when at all thick, the fire is cone 8. Can you suggest a remedy?

Answer.—For a white ware glaze your fire is higher than it need be. Theoretically, the glaze you have balances well with the body, but there are several remedies. Try a slight increase in both the white lead and the flint, say 15 lbs. more white lead and 30 lbs. more flint in the glaze batch of 640 lbs., which you are using. Let us know the result.

New Process for Making Hollow Glassware

In a recent number of the *Sprechsaal*, a new Austrian centrifugal force process is described thus:

An upright mold rests on a foundation plate, which rotates on a vertical axis, at as high a speed as practicable; the mold, which takes part in the movement, thereby acquires the centrifugal force needed for the process. In the mold, the upper part of which can be lifted off, there is a rotating or fixed piston fitting exactly at the point where it is bored, with an opening in the foundation plate.

In the process of the operation, the fluid mass needed is introduced into the mold. The centrifugal action caused by the rotation of the mold causes the uniform adhesion of the mass to the inner surface of the mold, the object being thus molded in a preliminary manner. The rotary movement is then ceased; the compressed air, applied through the action of a piston, completes the formation of the article in process of manufacture. Compressed air or steam can be introduced in other ways, in the case of large or special objects. The speed of the rotation of the mold varies according to the shape and dimensions of the article being made.

Receivers Have Big Sum

According to a Columbus, O., dispatch nearly \$87,000 is in the hands of Receivers Henry Gumble and Louis L. Curry, of the Bell Pottery Company. They report total receipts of \$96,919.26. The plant was sold to bondholders a short time ago.

Deaths

JAMES SMILEY WIGHTMAN, glass manufacturer, died recently in Youngstown, O., where he had gone on a visit four weeks before. Six months ago he became ill from a complication that affected his heart. Two weeks before his death his condition at Youngstown became critical, and Mrs. Wightman and the children went to his bedside. Mr. Wightman was born in Pittsburgh fifty-five years ago. He was educated in the public schools and the Western University, now the University of Pittsburgh. On leaving college he entered into business with his father, and after the latter's death continued the management of the Wightman Glass Factory at Parker's Landing. Under his administration the Wightman factory soon became the leading industry of the place.

Hugo E. Kuellenberg died at his home in New York City recently. He was born in Sollingen, Germany, on March 9, 1867, where his father was a prominent cutlery manufacturer. George Borgfeldt, taking a fancy to Hugo, brought him to America in 1883, putting him in his cutlery department, where he soon became manager. Later, when George Borgfeldt & Company abandoned that department, Mr. Kuellenberg was made general salesman. He became interested in the china department and was active in that until he died.

Owen Lovett, for thirty-two years engaged in the pottery business in Trenton, N. J., as confidential clerk and manager, died in the middle of June. Few people outside of the trade knew of his important standing in the leading industry of Trenton. At the time of his death he was manager of the two local potteries owned by Charles Howell Cook, the largest individual manufacturer in the United States. He held no official position, but was closely associated with Mr. Cook and was really the manager of the business in Trenton. He was fifty-six years old.

Victor J. Peltier, who for upwards of thirty years was engaged in the manufacture of opalescent and art glass at Ottawa, Ill., died recently, death following a six months' illness, due to a complication of diseases. He was born in St. Louis, France, February 3, 1833. He came to this country over half a century ago, locating in New York, but at a later date he went to Ottawa and engaged in glass making.

John Patterson, for many years a traveler, representing the A. H. Heisey Company, of Newark, Ohio, died recently at Troy, N. Y., the cause of his death being heart disease.

Waller Collection Prices

At the second day's sale of the Waller collection at Christie's a porcelain oviform jar of apple green crinkle, ten inches high, brought \$3,465. A Kien-Lung, *famille rose*, circular cistern, twenty-three inches in diameter, went for \$4,095. A Kang-He circular cistern on a mazarin blue ground, twenty-three and one-half inches in diameter, sold for \$2,100. A Kien-Lung, *famille rose*, vase cover, thirty-four inches, fetched \$2,100.

New German Potash Law

Consul-General Robert P. Skinner, of Hamburg, says that the new German potash law has been awaited with great anxiety on both sides of the Atlantic. In forwarding a copy of it to the Bureau of Manufactures, he comments: Official promulgation only is necessary for the law to become effective, and its promulgation is expected to follow shortly. The purposes sought in this legislation, which affects important American interests, are twofold—the organization of the mining industry to certain profits, and the conservation of a great source of national riches. To Americans the most startling portion of this law will be the opening line, reading: "The owners of potash works are allowed to sell potash salts only in accordance with the provisions of this act." This means the absolute control by law of an industry in which various German governments and both German and American corporations are interested.

A point in drafting the bill was the reconciliation of an arbitrary level of prices and apportionment of production with the conditions existing because of unfilled contracts. The difficulty has been solved by providing that all contracts made prior to April 17, 1910, are exempted from the effects of the law, and the further provision that where an increase of production beyond the allotment figure is necessary for the fulfillment of contracts made prior to December 17, 1909, such increase may be permitted without the payment of a penalty tax. While the government in this law refrains from taking over the potash industry as a whole for its own account, the production and sale are monopolized just as surely by the limitations which the law lays down. It is still too early to anticipate the precise effect of this legislation upon the cost of American fertilizing materials, and there are probably many questions of interpretation which will require time before settlement can be reached. The translation of the law is filed for public reference with the Bureau of Manufactures at Washington, D. C.

Earthenware or China?

At a meeting of the North Staffordshire (England) Chamber of Trade recently, attention was called to a curious custom prevailing in Russia for ascertaining the difference between china and earthenware. The question arose on the subject of the proposed alteration of the tariff on sanitary ware imported into Russia, the effect of which was to make the tariff on earthenware the same as on china. The Board of Trade, however, in a letter to the Chamber, dispelled this rumor, and pointed out that in articles that were not transparent the method adopted to distinguish between earthenware and china was to chip the article in some unseen place and then mark it with ink. If the ink can be obliterated, the article is regarded as china; and, in the event of it being impossible to remove the mark, the article is classed as earthenware. The practice is condemned as primitive and unfair, the contention being that the ware is thereby slightly mutilated.



Well appointed interior of the Hertel store at Albia, Iowa

Store of Edward S. Hertel

FOR a city with a population of approximately 3,200 inhabitants, the store of Edward S. Hertel, of Albia, Iowa, presents a rather interesting appearance. Albia being the county seat naturally commands the custom of much of the surrounding territory, and consequently its stores are better equipped and stocked than if purely local trade were catered to. The Hertel store is a conspicuous example of what can be accomplished within limitations. It covers quite some floor space and is unusually well appointed and effectively lighted. The department devoted to pottery and glassware, of which an illustration is shown, is the largest and most important in the store, and includes in its stock a big assortment of dinnerware ranging from the domestic semi-porcelain to the finest examples of English bone china. The store also carries a line of toiletware, lamps and glassware reputed to be the finest in the county. Mr. Hertel says that the tendency of his trade is toward the better class of wares, an inclination that he attempts to gratify by frequent invoices of the latest offerings.

The stock is displayed with the idea of facilitating purchases as much as possible. The shelving, tables and showcases are ample and the merchandise is arranged tastefully and with as much simplicity as possible; the grouping of the different wares in itself constitutes somewhat of a classification.

House Bulletins

THE influence of a store bulletin in promoting the interests of the proprietor and creating a spirit of fraternity among the employes is one that cannot be overestimated. It affords a medium for the interchange of ideas that have a direct bearing on the welfare of everybody in that store and excites the initiative of employes who have a fondness for seeing their contributions in print. Here's a clerk, for instance, who never accomplished much beyond his routine work in the performance of which little things have occurred that showed him wherein the labor could be simplified or the quality of the work improved. It never occurred to him that there was anything particularly praiseworthy about the discovery, and so its application as a part of the daily task took place automatically and unheralded. It was not of consequence enough to talk about and in his opinion concerned himself only. That his little find might be adopted in another department with equally good results was never thought of. He shrouds a budding genius in the obscurity of ignorance—ignorance of the value to others of what he knows—and, consequently, somebody or some department is affected in so far as it might have benefitted by the revelation.

The house organ does away with this to a large extent as it encourages an exchange of opinions, invites and makes suggestions and stimulates a spirit of dis-

covery and invention such as only the promise of publication can stimulate. The clerk feels that he has an opportunity to make himself pleasantly conspicuous by getting on record with something worth while to the rest of the establishment. There is a pardonable pride in having your opinion accepted for the guidance of others, and when your name is subscribed to that opinion in print you feel well rewarded for the labor involved in formulating it, and are more inclined to renew your efforts in the same direction than if no telling expression were given your knowledge. The department clerk is no exception to this, his vanity is flattered and he feels proportionately important. His fellow employes soon begin to reflect on his capacity and start out to capture some of the glory themselves. "If Brown can do it, so can I," is the reflection, and before long the editor is swamped with more ideas for the better conduct of the respective departments than the "boss" ever thought could be originated in an institution that he regarded as operating on a pretty good basis.

Aside from the value of the employes' contributions and the spirit of rivalry they create, the store bulletin may be used for promulgating new regulations, enforcing old ones, store gossip, personalities and many other features that give a distinctly domestic touch. Articles of various sorts relative to retailing, salesmanship courtesy and the countless other items that enter into the curriculum of a store may be incorporated with instructive advantage.

A very interesting illustration of an inside bulletin is the "Store News," published monthly by Young & McComb's Department Store in Rock Island, Ill. Mr. W. S. McComb, vice-president of the company, in outlining the policy of the "News," says that its purpose is to give helpful hints and general store news of interest to the employes. Floor Manager Halsey is editor and Mr. Hume, manager of the china and glassware department, is the reporter. The first issue contains several contributions from employes and articles along the lines already mentioned. Its avowed intention of being helpful is carried out and the indications are that it will soon develop into a store asset of importance.

Employers and store managers generally might establish bulletins of this sort, as their power for good is strong and the educational influence they exert when the reading matter is carefully selected is an item that will work directly on the discipline and profits of the store.

A French syndicate, with headquarters in London, is now forming with the object of controlling the kaolin output and so regulate the prices to be paid for such material.

More kaolin deposits have been found near Tekamah, Neb. Chemists say it is the finest clay in America for the making of white tableware. Steps are being taken toward the development of the field.

DIRECTORY OF PRINCIPAL ORGANIZATIONS ALLIED WITH THE POTTERY AND GLASS TRADE

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From The Pioneer Cut Glass Company

A. R. Marryatt, of 32 Park Place, New York City, representing the Pioneer Cut Glass Company, of Carbondale, Pa., is showing some exquisite pieces just received from the factory. The cuttings are unusually deep and brilliant and the blanks are much above the average in weight. Conspicuous among the new offerings are a water bottle and jug with pin-wheel cutting predominating on each. The entire line of the Pioneer Company is topped off with its famous diamond, sun-ray finish, which adds much distinction to this factory's product.

Glassware in India

Vice-Consul A. D. Jackson reports the establishment in Madras of a factory for making soda-water bottles, for which there is a large demand throughout India, glass roofing tile, and bowls or cups largely used by the Indians. It is intended, however, to import machinery at an early date for the manufacture of all kinds of glassware. The labor employed in glass blowing is native, under European supervision, and is proving quite successful.

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German Competition Unprofitable

Representatives of various German ceramic factories who do a large business with the United States believe that German manufacturers can no longer make money by sending cheap porcelain to the United States. Reductions in prices, which no longer allow enough profit, are made necessary by the manufacturers of cheap porcelain in the United States, who have so greatly improved the technical branch of their factories, that they can now operate almost as economically as the German manufacturers. On the other hand, medium-priced wares, with some original designs to give them the appearance of being more expensive than they really are, still find ready sales in the United States. The coloring on the medium-priced articles for export to the United States at present runs to very pronounced effects, while in fine porcelain services, hand-painted corn-flower designs are being readily sold, as are also those with miniature pictures.

Retailing a Progressive Science

Retailing now has become a science; not a fixed, but a progressive science. Great progress has been made in the raising of standards in retailing. At one time competition in retailing was largely confined to the question of price and to price cutting. The merchant has seen, however, that there are other factors in trade that can be made to appeal to the public besides price; so that price has now become only one of the many keys upon which the successful retailer must play in order to win. Assortments, qualities, service, window and interior displays, shopping comforts and conveniences, free delivery, original and ingenious publicity, are all avenues more or less exploited by the modern retailer.

Above all things else, the successful retailer must be a hard and persistent worker. The time may have been when the shiftless, thoughtless retailer could show a profit despite wasted hours, but that time is past. No retailer, big or little, can hope to compete in these strenuous days with the army of faithful, industrious, tireless and scientific competitors, who does not put all his energy and resources into his business. The price of success in this age in the retail world is eternal vigilance and concentrated, intelligent effort. He who is not prepared to pay this price should seek some other calling. Nor can any retailer hope to succeed without having his financial affairs under complete control. However large or small his business, he should have a system of accounting that will, at all times, show him his assets and liabilities.

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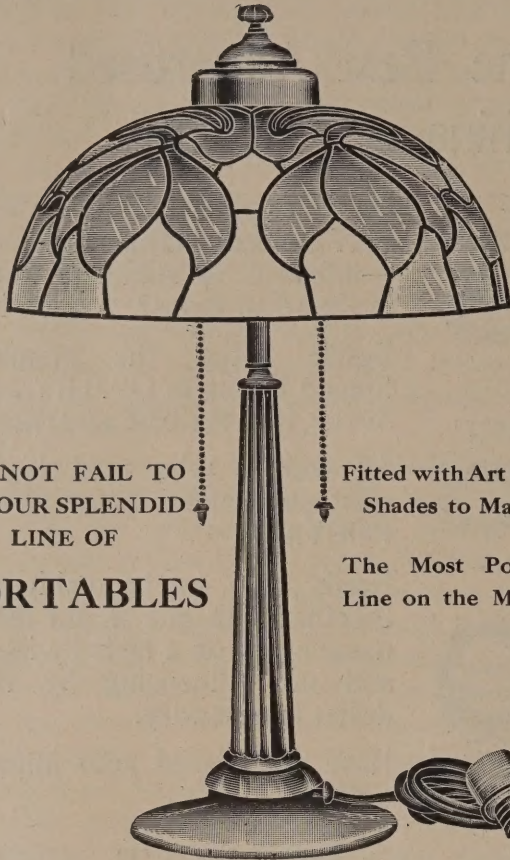
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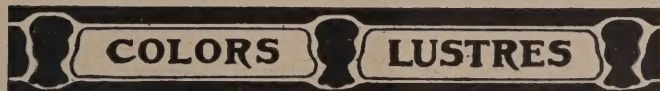
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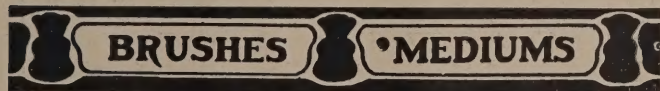
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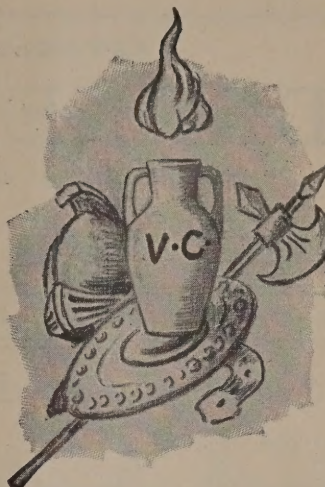
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